

# Emily Gary

## PRODUCT DESIGNER & UX RESEARCHER

🏠 New York, NY

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### SUMMARY

Product designer with 8+ years tech experience in UX, Product, and Analytics. I excel at designing creative solutions for human-centered tech under complex constraints with research-driven methodologies and conceptual design frameworks.

### EDUCATION

#### Master of Fine Arts in Design and Technology

Parsons School of Design 2023

#### Bachelor of Science in Mathematics and Statistics

University of Nevada-Reno  
*Magna cum laude* 2015

### PROJECTS

#### Graduate Teaching Assistant, Immersive Storytelling

Parsons School of Design 2023

- Taught course on narrative design and mentored VR student projects in Unity 3D

#### Founder

Yellow Van Adventures - Madrid 2019

- Founded hiking and adventure company

### HONORS & AWARDS

#### Featured Artist, Museum of the Moving Image

Stories in Motion 2023

#### NASA Space Grant

Nevada Recipient 2014

### SKILLS

Product Design, Experience Design, UX Research, Interaction Design, User Personas, Prototyping, Usability Testing, Systems Design, Product Management, Go-To-Market Strategy, Customer Segmentation, Figma, SQL, Python, Adobe Creative Suite, Machine Learning, Generative AI

### PROFESSIONAL EXPERIENCE

#### Senior UX Designer (UX Lead)

Oct 2023 – Present

Lower.com | New York, NY

- Led UX team of designers and product managers for consumer-facing fintech product
- Defined 2024 product roadmap, UX strategy, target user personas, and key user milestones for end-to-end user journey for web and mobile products
- Implemented iterative design framework with unmoderated user testing resulting in 31% increase in user completion rates for lead generation product
- Designed user experience for automated pre-qualification product which increased qualified lead volume +18% and NPS scores +21% within 6 months

#### Product Designer

May 2022 – Apr 2023

Fermat Commerce | New York, NY

- Designed and shipped modular, customizable brand landing page product yielding +28% average GMV lift for B2C e-commerce clients
- Designed content-focused social shops from concept to final design through competitive landscape research, heat map analysis, and usability testing
- Designed B2B analytics dashboard to visualize conversion performance increasing B2C platform engagement by 40%
- Led workshop to identify and prototype opportunities for AI product integration for B2C clients

#### Product Design Consultant

Jan 2021 – Oct 2023

Freelance | Remote

- Designed R&D prototyping methodology for medical device client to generate new product concepts and evaluate product-market fit using social listening and generative AI to develop a synthetic user feedback model which increased R&D process efficiency by 63%
- Designed brand, UX, and product strategy for food truck client resulting in 170% growth YoY
- Conducted qualitative consumer landscape research to define and prototype mobile app for community-focused non-profit expanding youth outreach

#### Senior Customer Insights Analyst, UX Researcher

Oct 2019 – Oct 2020

Amazon Fashion Marketing EU | Madrid, Spain

- Defined new customer segments and target user personas for Amazon Fashion in response to pandemic-era market shifts through qualitative user feedback, analysis of user engagement data, trend cycle analysis, and machine learning models in Python
- Identified product opportunities to increase user engagement, basket size, and growth based on quantitative and qualitative user browsing behaviors
- Conducted user research, competitive analysis, and user behavior analysis to identify growth opportunities for Amazon Fashion in regional EU markets

#### Product Manager, Analyst II

Aug 2018 – Sep 2019

Amazon Transportation Services EU | Madrid, Spain

- Gathered requirements for labor planning software based on user interviews and known pain points to generate and test functional prototypes
- Analyzed databases to identify technical barriers and scope backend requirements to ensure proper technical resourcing and on-time roadmap delivery
- Shipped EU-wide labor planning software increasing operational planning efficiency by 32% across 18 Amazon logistics centers

#### Business Analyst I/II

Jun 2015 - July 2018

Amazon Air | Seattle, WA

- Launched and managed Aviation Operations Analytics team responsible for design and implementation of internal workflow automation tools
- Designed, prototyped, and shipped automated operations management tools for flight-delay classification and fuel planning
- Developed and implemented predictive model for fuel planning resulting in 7% fuel efficiency and 11% fuel cost savings