



EMMA C SIEGEL

USER EXPERIENCE DESIGNER

emmacsiegel@gmail.com

emmacsiegel.com

🐦 🌐 in @emmacsiegel

I'm a UX designer with a passion for experimenting, exploring, and making an impact with useful, usable, and beautiful user experiences. I focus on empowering users through accessible and delightful design. I am a strong believer that successful design is produced through an iterative and collaborative process of intentional decisions backed by user-tested research. Aside from detail-driven design, my strengths lie in brainstorming, collaboration, and public speaking.

EXPERIENCE

Google, UX Design Intern • May 2016 to August 2016

Interaction design, visual design, and user experience research for Blogger; created experiences for 1 billion+ users worldwide with focus on international users in developing areas and emphasis on user study results; led week-long design sprint for cross-disciplinary team; conducted UX research study for Google sharing apps

Pipe Dream, Managing Editor • May 2015 to May 2016

Oversaw production, operations of twice-weekly independent student-run newspaper with circulation of 7,000; managed, mentored, supervised staff of 200+ in design, editorial, photography, business, tech depts.; worked alongside business dept. to manage \$140,000 self-funded operating budget, finances, advertising, marketing

McCann Echo, Interaction Design Intern • June to July 2015, January 2016

Developed interactive app and website concepts and visuals for advertising clients in collaboration with agency's UX team; designed responsive website, infographic, map, and marketing materials for Camp Neveda Foundation

KeepUs, UX Designer • February 2015 to June 2015

Designed user experience, interface, and branding for professional networking mobile app including sitemaps, wireframes, mock-ups, final renderings; conducted user testing; collaborated with team of software engineers

Pipe Dream, Design Manager • May 2014 to May 2015

Mentored, trained, supervised staff of 15+ designers; collaborated with editors and writers to create innovative page designs and data visualizations; ensured all page designs met quality standards and tight deadlines; implemented redesign of newspaper to optimize space for content

RevHealth, Graphic Design Intern • January 2014, June to August 2014, January 2015

Produced creative concepts and designs for advertising clients in collaboration with agency's art directors and creative teams; contributed to brand development, digital and print advertising strategy

PROJECTS

Pipe Line, UX Designer & Project Manager • March 2017 to May 2017

Led team to redevelop publishing workflow management system for the digital age with research-backed process

Taylr, UX Designer • February 2017

Created a smart personal assistant for phone interview preparation at HackBU; won first place & best design

EDUCATION

Binghamton University, Bachelor of Arts, 2017, *magna cum laude*

Areas of study: Graphic Design & Computer Science GPA: 3.8, Dean's List

Additional courses: Psychology, Journalism, Business, Innovation & Creativity, Calculus, Marketing, Philosophy

University of Hawai'i at Mānoa, Fall 2016, National Student Exchange

SKILLS

Design: Sketch, Photoshop, Illustrator, InDesign, Figma

Prototyping: InVision, Pixate, Flow, Slides, AfterEffects

Programming: HTML, CSS, Python, Java, GitHub, Mac & Linux OS

INTERESTS & HOBBIES

Journalism, traveling, hiking, film photography, discovering new music, drawing comics, hammocks, apple pie