

# TIFFANY BILLEY

## SENIOR PRODUCT DESIGNER

 NYC based

 (347) 359 - 1646

 tiffanybilley@outlook.com

 www.tiffanybilley.com

### ABOUT ME

"Hi! I'm Tiffany and I am a Brooklyn-based product designer with a background in theatre lighting design. In theatre, you have to carry out the director's vision and portray it accurately to be understood by the audience. I apply the same philosophy to my designs, carrying out the vision of the business and making sure it is understood by the users and meets their needs."

EDUCATION	WORK EXPERIENCE
<p>2022 - 2024 <b>Master of Science - Integrated Business, Design &amp; Technology</b> University of Southern California</p> <p>2014 - 2018 <b>Bachelors of Science - Integrated Digital Media</b> New York University</p>	<p><b>Senior Product Designer</b> Jun 2024 - Present LeafLink   Dama Financial</p> <ul style="list-style-type: none"><li>Led the design for LeafLink payment products and all Dama Financial products</li><li>Collaborated with engineering and product managers to ship high-quality features that met user needs</li><li>Led the design process for the LeafLink payments calendar that increased usage by 24%</li><li>Designed the applicant enrollment flow for Dama Financial that decreased the completion time from 1 month to less than a day</li><li>Collaborated with stakeholders to create yearly roadmaps and business strategies that adhered to user needs, company OKRs, business-related goals, and desired metrics</li><li>Redesigned the Dama Financial react native application that increased usage by 36%</li><li>Conducted usability testing, user interviews, and A/B testing across the platforms with tools like Split.io, Fullstory, and Datadog.</li><li>Redesigned the LeafLink reporting product, which increased engagement by 28%</li></ul> <p><b>Senior Product Designer</b> Jan 2023 - Jan 2024 Ghost</p> <ul style="list-style-type: none"><li>Led and executed the end-to-end design process</li><li>Established the company's first User Advisory Board to gain user insights</li><li>Established the company's first design system and design tokens</li><li>Collaborated with engineering and product to ship user-friendly design solutions</li><li>Conducted and developed different forms of user research and user testing (multivariate test (A/B test), usability test, heuristic evaluations, etc) to gain metrics for informed design decisions</li><li>Led design reviews to gain feedback from engineers, product, and key stakeholders</li><li>Led and managed a team of designers</li><li>Redesigned the company's offer flow, which led to an increase of over half a million dollars worth of merchandise negotiated on the platform a week</li></ul> <p><b>Product Designer</b> Apr 2021 - Aug 2022 DailyPay</p> <ul style="list-style-type: none"><li>Led and executed user-friendly designs for enrollment, the onboarding funnel, and the React mobile apps that aligned with user needs, company OKRs, business goals, and desired metrics. This resulted in a 4% increase in enrollment rates.</li><li>Developed design-focused processes that were used by front-end engineers, product managers, designers, and quality assurance engineers to ensure pixel-perfect UI was being shipped</li><li>Conducted and developed different forms of user research and user testing (multivariate test (A/B test), usability test, heuristic evaluations, etc) to gain metrics for informed design decisions</li><li>Collaborated with data analysts, researchers, and product managers to monitor user behavior and track test results</li></ul>
SKILLS	
<p>Software:</p> <ul style="list-style-type: none"><li>Figma</li><li>Sketch</li><li>Adobe Creative Suite</li><li>Framer</li><li>Datadog</li><li>Amplitude</li><li>Fullstory</li><li>Jira</li><li>Usertesting.com</li></ul> <p>Design:</p> <ul style="list-style-type: none"><li>Usability Testing</li><li>User Research</li><li>Product Design</li><li>Design Strategy</li><li>Storytelling</li><li>Prototyping</li><li>Storyboarding</li><li>Heuristic Evaluations</li></ul>	

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<p>2022 - 2024 <b>Master of Science - Integrated Business, Design &amp; Technology</b> University of Southern California</p> <p>2014 - 2018 <b>Bachelors of Science - Integrated Digital Media</b> New York University</p>	<p><b>Partner Engagement Lead</b> <span style="float: right;">Apr 2021 - Dec 2021</span> Colorwave <ul style="list-style-type: none"><li>Developed and executed an annual social media content calendar</li><li>Supported the planning of company-related events</li><li>Created all communication with the team and the cohorts</li><li>Facilitated the introductions between partners and fellows</li><li>Managed Getro, the job board system</li><li>Planned and carried out partner-related events for fellows and alumni</li><li>Supported the development of the Colorwave Annual Impact Report</li><li>Designed the email templates for the monthly alumni newsletter</li></ul></p> <p><b>UX Designer</b> <span style="float: right;">July 2019 - Apr 2021</span> Heybor <ul style="list-style-type: none"><li>Redesigned the interface for the IOS and Android application</li><li>Worked closely with stakeholders, the engineering team, the marketing team, and the business team to identify design challenges and come up with solutions that fit the users' needs and increased user engagement by 85%</li><li>Conducted in-field user research, focus groups, and surveys to gain user insights that improved the UX measures by 25%</li><li>Translated user research into designs in the form of sketches, storyboards, user journeys, digital mockups, wireframes, and prototypes</li><li>Led a team of engineers in the design, development, and implementation of the user interface</li><li>Established the company's first design system and guidelines</li><li>Tested the validity of the designed solution with usability testing, gorilla testing, and a/b testing</li></ul></p>
SKILLS	TEACHING EXPERIENCE
<p>Software:<ul style="list-style-type: none"><li>Figma</li><li>Sketch</li><li>Adobe Creative Suite</li><li>Framer</li><li>Datadog</li><li>Amplitude</li><li>Fullstory</li><li>Jira</li><li>Usertesting.com</li></ul></p> <p>Design:<ul style="list-style-type: none"><li>Usability Testing</li><li>User Research</li><li>Product Design</li><li>Design Strategy</li><li>Storytelling</li><li>Prototyping</li><li>Storyboarding</li><li>Heuristic Evaluations</li></ul></p>	<p><b>UX &amp; Front End Web Dev. Instructor</b> <span style="float: right;">Sept 2017 - Feb 2019</span> Marble Hill High School <ul style="list-style-type: none"><li>Taught a class of 30 high school students once a week on the design theory, HTML, CSS, MIT Scratch, and MIT App Inventor</li><li>Developed UX-based lesson plans</li><li>Coordinated focus groups for the students to learn how to conduct user research</li></ul></p>