



# TIFFANY BILLEY

Senior Product Designer

(347) 359 - 1646   tiffanybilley@outlook.com   www.tiffanybilley.com   New York, NY

## EDUCATION

2022 - 2024  
University of Southern California  
Master of Science -  
Integrated Business, Design  
& Technology

2014 - 2018  
New York University  
Bachelors of Science -  
Integrated Digital Media

## SKILLS

### Software

- Figma
- Sketch
- Adobe XD
- Invision
- Adobe After Effects
- Amplitude
- Fullstory
- HotJar
- Jira
- Usertesting.com

### Design

- Usability Testing
- User Research
- Product Design
- Web Design
- Design Strategy
- Storytelling
- Prototyping
- Storyboarding
- Heuristic Evaluations

## OTHER

2021  
Colorwave  
Inaugural Fellow

## 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."

## WORK EXPERIENCE

GHOST Jan 2023 - Jan 2024  
Senior Product Designer

- Led and executed the end-to-end design process
- Established the company's first User Advisory Board to gain user insights
- Established the company's first design system and design tokens
- Collaborated with engineering and product to ship user-friendly design solutions
- 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
- Led design reviews to gain feedback from engineers, product, and key stakeholders
- Led and managed a team of designers
- Redesigned the company's offer flow which led to an increase in over half a million dollars worth of merchandise negotiated on the platform a week

DailyPay Apr 2021 - Aug 2022  
Product Designer

- Led and executed user-friendly designs for enrollment, the onboarding funnel, and the iOS and Android app that adhered to user needs, company OKRs, business-related goals, and desired metrics
- Collaborated with engineering to ship out pixel-perfect UI
- Developed design-focused processes that were used by front-end engineers, product managers, designers, and quality assurance engineers
- 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
- Collaborated with data analysts, researchers, and product managers to monitor user behavior and track test results
- Helped to develop the design system for the website and app
- Led a team of 2 designers in the redesign of the enrollment flow resulting in a 4% increase in enrollment rates
- Collaborated with the engineering team to create the company's first design tokens

Colorwave Apr 2021 - Dec 2021  
Partner Engagement Lead

- Developed and executed an annual social media content calendar
- Supported the planning of company-related events
- Created all communication with the team and the cohorts
- Facilitated the introductions between partners and fellows
- Managed Getro, the job board system
- Planned and carried out partner-related events for fellows and alumni
- Supported the development of the Colorwave Annual Impact Report
- Designed the email templates for the monthly alumni newsletter



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## WORK EXPERIENCE CONT.

Heybor July 2019 - Apr 2021  
UX Designer

- Redesigned the interface for the IOS and Android application
- 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%
- Conducted in-field user research, focus groups, and surveys to gain user insights that improved the UX measures by 25%
- Translated user research into designs in the form of sketches, storyboards, user journeys, digital mockups, wireframes, and prototypes
- Led a team of engineers in the design, development, and implementation of the user interface
- Established the company's first design system and guidelines
- Tested the validity of the designed solution with usability testing, gorilla testing, and a/b testing

Parlend Dec 2018 - Jul 2019  
UX Designer

- Redesigned the user interface that is set to launch in Spring 2021
- Collaborated closely with business and engineering teams to translate design challenges into a simple user-focused solution (sketches, digital mockups, wireframes, and prototypes)
- Planned and executed user research and usability testing intervals
- Developed visual elements like the logo, icons, and the company's branded mascot
- Created user personas, wireframes, and prototypes
- Conducted card sorting, usability testing, user interviews, and tree testing

## TEACHING EXPERIENCE

P.S. 138 Jun 2016 - Dec 2018  
Technology Assistant Instructor

- Facilitated a class of 30 students in a technology-related exercise
- Taught problem-solving, UX, and MIT Scratch
- Developed a lesson plan that allowed the students to develop technology-related solutions to everyday problems they experienced
- Created lesson plans

Marble Hill High School Sept 2017 - Feb 2019  
UX & Front End Web Dev. Instructor

- Taught a class of 30 high school students once a week the design theory, HTML, CSS, MIT Scratch, and MIT App Inventor
- Developed UX-based lesson plans
- Coordinated focus groups for the students to learn how to conduct user research