ADRIENNE LEVIN

PRODUCT DESIGNER • USER EXPERIENCE

PROFILE

Dynamic, accomplished Product Designer with a career background in User Experience Design. Highly regarded for creating best-in-class experiences and delivering products that exceed all expectations. Strong focus on user centric design principles while working cross functionally to meet business goals. Recognized as a leader with strengths in design thinking, strategic development and traditional UX Heuristics.

CONTACT

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SKILLS & EXPERTISE

Design Thinking
Human-Centered Design
Design System Creation
Information Architecture
User Experience
Visual Design
Behavioral Psychology
User Testing
Prototyping
Service Design
Requirements Gathering

CLIENTS

Qualcomm
LPL Financial
Allergan
Panasonic Avionics
Amazon
E! Online
Oprah's OWN
NASCAR
Intuit
Royal Caribbean
Petsmart
Drupal
NFL
MeridianLink

PROFESSIONAL EXPERIENCE

2020- current

Rakuten Rewards | Remote
Product Designer

As a Product Designer at Rakuten Rewards, I have had the privilege of serving as the lead designer for both the search squad and browse core navigation squad. In this role, I have helped millions of members discover the right products and connect with their favorite merchants, keeping them engaged post-acquisition and throughout the entire purchase experience.

My work has involved solving complex problems in partnership with my product and engineering colleagues, as well as collaborating with other product designers to create innovative solutions. I work closely with copy and content specialists, as well as our research department and design systems team, to ensure that our products are both functional and aesthetically pleasing.

Throughout my time at Rakuten Rewards, I have shipped high visibility initiatives in an iterative approach that ties to the larger organization's KPIs. My work has helped members feel rewarded and motivated to receive cash back for shopping, while also meeting the evolving needs of our business stakeholders.

2020

Aya Healthcare | San Diego, CA
Product Design | UX Designer IV

Responsbile for creation of a new onboarding expereince to service traveling Nurses & Clinicians. Conducted interviews, research and iterated on concepts with Product Design critiques. Worked with Agile team to deliver a new experience that cut down on the amount of time a clinician spends completing training and complicance by 16%. End to End product delivery.

2017-2020

Slalom Consulting | San Diego, CA
Experience Design Consultant

I helped shape and improve business, product and customer experiences using human-centered design thinking methodologies and processes.
Produced Insights & CX Mapping via user research & data, Project road-maps, UX Strategy, and UX Design. Customer Journeys and Service Design.

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EDUCATION

Art Institute San Diego
Bachelor of Science
Multimedia & Web Design

Platt College
Bachelor of Science
Digital Media

SOFTWARE

Full Adobe Creative Suite
Sketch
Figma
Axure
Invision
Miro

ADDITIONAL COURSES

UCSD Certification Courses

BJ Fogg Behavioral Design
Bootcamp
Stanford University

Design Thinking for
Innovation

Digital Product
Management
Coursera
University of Virgina

Design Operations Essentials
Rosenfeld Media

Design Systems
Treehouse Media

Edward Tufte Seminar
Data Visualization

Nielson Norman Group
UX Certified Master
Completion:
November 2020

PROFESSIONAL EXPERIENCE

2017-2020   Slalom Consulting | San Diego, CA
Experience Design Consultant

• Increased global visibility and recognition of a health record
company by 27% by redesigning and restructuring the core buyer experience
• Life Saving implementation by reducing the time heart valves sit on hospital
shelves by creating an inventory management systems for a global life sciences
company.
• Demonstrated thought leadership for best practices by running design
thinking workshops to align product & stakeholder visions.
• Led the redesign of a kiosk and Point of Sale mortgage application that was
white labeled to global financial institutions.

2014-2017   Lytx | San Diego, CA
Director / Lead User Experience Designer

Led the current re-platform design of legacy software to HTML 5. Our team
conducted user testing, provided insights, design deliverables and prototypes. I
work with engineering and development to ensure successful implementation
of our designs. Led an on-boarding and incentive based coaching program. I
worked cross functionally with Marketing, Product Management and a team of
Data Scientists.

2013-2014   Digitaria / Mirum | San Diego CA
Senior UX Designer

Provided brand research, information architecture, wire frames, and compre-
hensive UX deliverables. Worked with responsive design frameworks as well
as recommendations while working closely with new technologies and
existing interaction design principles. Worked on site at Intuit.

2011-2013   KidZui / Saban Brands | San Diego, CA
Lead User Experience / User Interface Designer

Worked with current UX standards to help re brand KidZui. Worked with the
head of programming to create myVortexx.com. Managed and Designed
from start to finish the release of 3 new properties: Games, Videos and a Top 5
editorial site.

2009-2011   Phunware | San Diego, CA
UI / UX Designer

Created branded mobile experiences, and mobile applications for enterprise
customers, navigation flow charts, comprehensive wire frames and pixel perfect
designs.