

# Emilie Thaler

Product Designer

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(425) 466-5950

## WORK EXPERIENCE

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### **STARBUCKS // PRODUCT DESIGNER** *July 2018 - Present*

- + Collaborated with marketing, strategy, and customer loyalty teams to revise and update user on-boarding design to promote awareness of key app features
- + Researched and prototyped app home page strategy to increase customer and brand engagement on native and web platforms
- + Collaborated with product and accessibility teams to create internal design team accessibility workflow

### **MICROSOFT // PRODUCT DESIGNER** *July 2015 - July 2018*

- + Led design and delivery of 3D Effects feature within Microsoft Photos Video Editor
- + Organized and managed daily user testing of product amongst 50 team members
- + Improved pipeline for gate presentations and documentation workflows to bring transparency to process and research
- + Owned and managed one-on-one interview process for user research
- + Drove exploratory/differentiated research program including partnerships with teachers/students
- + Facilitated design research process for app ideation and concepting phases
- + Designed complete icon language revision for AR productivity app
- + Rapidly prototyped AR experiences with art and engineering as design owner

### **APPTIO // PRODUCT DESIGN INTERN** *June 2014 - September 2014*

- + Collaborated with the engineering team to develop the UX/UI for internal financial data benchmarking web application
- + Researched/prototyped solutions for the customer directory and company intra-net
- + Designed surveys, card sorts, and user experience solutions for internal products
- + Conducted one-on-one user interviews
- + Assisted in general design tasks

### **CAPITOL MEDIA // WEB PRODUCER** *January 2013 - October 2013*

- + Managed website redesign and content strategy as project lead of local NPO (resulting in an increase in on-line donations)
- + Conducted both user and competitive research for new businesses
- + Managed client relationships & contract negotiations
- + Developed sitemaps, wireframes, and information architecture for sites
- + Built the front-end and back-end of websites using SilverStripe and WordPress
- + Conducted general usability and quality assurance testing

### **FREELANCE // DESIGNER & DEVELOPER** *July 2012 - Present*

- + Worked with small businesses and startups to develop branding & identity
- + Developed application prototypes and static, WordPress, and SilverStripe marketing websites
- + Collaborated with engineering teams to develop modular, component-based design systems

## SKILLS & TOOLS

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### **USER EXPERIENCE**

User research, rapid prototyping, design psychology, content strategy, information architecture, systems design

### **DESIGN**

Mobile design, web design, interaction design, branding & identity, layout, typography, environmental graphics, augmented reality design

### **DEVELOPMENT FLUENCIES**

HTML, CSS, SASS, JavaScript, JQuery, D3, Framer.js, Bootstrap, PHP, MySQL, WordPress, SilverStripe, Kirby, Git & GitHub, Unity, React

### **BUSINESS**

Project management, agile, brand strategy

## EDUCATION

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### **SEATTLE CENTRAL CREATIVE ACADEMY**

*September 2013 - June 2015*  
Graphic Design, A.A.S.

### **UNIVERSITY OF WASHINGTON**

*September 2012 - June 2013*  
Web Technologies, Certificate

### **UNIVERSITY OF WASHINGTON**

*June 2010 - June 2012*  
Psychology, B.A.