

NEKESHA GREEN

SENIOR PRODUCT DESIGNER

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SUMMARY

Passionate end to end Product Designer with 5 years of experience in creating intuitive and engaging digital experiences. Skilled in user research, problem solving, wireframing, prototyping, and usability testing. Experienced in designing complex solutions for B2B and B2C products, that drive tangible outcomes.

WORK EXPERIENCE

Product Designer II, Cvent | February 2021- Present

- Conducted user research and usability testing on redesigned interfaces to understand user needs and behaviors, resulting in 38.7% increase in traffic to the hospitality sourcing digital product.
- Used research backed data and business analytics to design high fidelity wireframes, prototypes, and user flows using tools such as Figma. Communicated as a mentor to junior designers.
- Collaborated with cross-functional teams including product managers, developers, engineers and stakeholders to deliver user-centered designs on schedule.
- Led & facilitated weekly design critiques amongst the User Experience team.

User Experience Designer, Concha Labs | July 2021 - November 2021

- Led the redesign of Concha Labs' fully responsive AI feature integration, resulting in a 12% increase in ROI.
- Conducted usability testing for Concha Labs portal pages in preparation for Web site redesign. Prepared prototypes, recruited users and facilitated tests, yielding a 31% increase in success rates.
- Contributed to Concha Labs' design system by creating icons, vectors and components that depict the overall tone and brand vision of the company.
- Implemented design systems and maintained UI libraries to ensure consistency across the website.

User Experience Designer, General Assembly | July 2020- October 2021.

- Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.
- Completed 5 UX/UI projects that involved examining various research methods, interaction design, and information architecture across various platforms.

Private Event Designer, Alamo Drafthouse Cinema | October 2018-March 2020

- Designed and executed end to end event experiences, including promotional materials, logistics and invitations.
- Worked closely with Sales and marketing to develop and manage private events that garnered over \$100,000 in sales.

EDUCATION

WCAG Certified

Web Accessibility, Deque

St. Francis College

BS | Information Technology

SKILLS & TOOLS

A/B Testing,
Hi- Fidelity Wireframes,
Cross- team Collaboration
User Research

Figma
Zeplin
Axure
User Testing

Prototyping
Iconography
Code
HTML/CSS