Ariella Mamlin Senior UX Product Designer

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WORK

Nomad Health Product Designer, Job Discovery Lead

Summer '22 - Fall '23 [Remote]
Owned the scope of job discovery for both web and mobile app experiences. Collaborated with PMs, Engineering, Machine Learning, and Marketing teams to create and enhance features that empower Travel Nurses to find and apply for jobs. Conducted user research, led design workshops, and created accessible and scalable components as part of Nomad's first design system team. Implemented a search experience for unregistered users that resulted in a **13% increase in new visitor applications**. Leveraged data and user insights to successfully redesign the search experience resulting in an additional **20% increase job application rates**.

Infosys Ltd. Experience Design Lead

Fall '20 - Summer '22 [Remote]
- **PwC:** Led complete redesign and globalization effort of an all-in-one internal compliance tool. Conducted UX research and revamped platform, focusing on international usability standards, as well as business goals.

Infosys Ltd. Senior Experience Designer, Product Experience

Fall '19 - Fall '20 [Seattle, WA / Remote]
- **Movement Mortgage:** Collaborated with international design team to redesign a responsive CRM for 1,000+ loan officers. Interpreted user data to make educated design decisions, resulting in seamless day-to-day flows for several distinct personas.
- **Dow Jones:** Created 2-sided HR platform for safe pandemic-era RTO. Solution included a tablet app for office admins as well as a mobile app for employees, each app serving different user-specific functionalities.
- **Intel:** Conducted user research for the company's in-store displays. Conducted user interviews with shoppers and reported meaningful insights and next steps for further utilization.
- **T-Mobile:** Led a team of designers to ideate, design, and pitch a customer conversion platform focusing on modernizing coverage compatibility.

Freelance UX/UI Designer

Fall '18 - Fall '19 [Remote]
Provided comprehensive end-to-end digital solutions for a wide variety of startups and small businesses, ranging from digital content licensing platforms to pet care. Conducted user research, established intuitive onboarding flows, redefined information architecture, used wireframes and journey mapping to streamline content registration and licensing flow, created brand identity through design systems and copywriting, enhanced both e-commerce and in-store experiences.

CalderaWP UX Designer

Summer '17 - Fall '18 [New York, NY]
Established brand guidelines. Re-designed product screens. Created content highlighting usability for creating webpages with the new WordPress editor, Gutenburg. Executed the service and product design of Caldera Pay, a payment processing system that integrates with WordPress.

SKILLS

Research
Survey design
Market research / Competitive analysis
Usability testing
Heuristic evaluation
Card sorting
A/B testing

Ideation & Strategy
Stakeholder interviews
User interviews
Persona & journey mapping
User flows
Information architecture
UX copywriting
Trend assessment

Design
Wireframing & prototyping
Accessibility (WCAG)
Mobile design
Responsive design
Data visualization
Leading design workshops
Branding

Tools
Figma, Adobe XD, Sketch App, Jira, InVision, Principle, Zeplin, HTML5, CSS3, Python, JavaScript, jQuery

EDUCATION

Rhode Island School of Design
Summer '19 [Providence, RI]
Strategic Design & Systems Complexity

General Assembly
Fall '18 [New York, NY]
Certificate in UX Design

University of Massachusetts
Spring '18 [Amherst, MA]
B.S. Psychology, IT minor