Product / UX Designer   Orange Country, CA

Vanessa Moh

Experience

Altruist · Product Designer   August '22 - Current

- Collaborated closely with Product and Engineering teams to launch features that enable financial advisors to open accounts with ease
- Led product design of account-related features from ideation to product launch
- Rapidly iterated through mockups and prototypes, informed by customer insights
- Developed a deep understanding of user mental models, workflows, and business operations through direct customer engagement
- Conducted design system audits, simplified components, and introduced new documentation template to the team

Sidecar Health · Product Designer   June '21 - June '22

- Worked across multiple product teams in collaboration with designers, product managers, engineers, and other business partners
- Improved the end-to-end experience of the search product which was supported by user research findings
- Shaped product strategy and roadmap through user research
- Built a scalable Design System with a detailed documentation framework
- Hired new designers and advocated for a positive and engaging team culture
- Onboarded designers to help adjust to their new environment and provided mentorship

iHerb

Senior UX Designer   May '21

- Designed holistic experiences at a systems level from start to finish
- Regularly involved in strategic product decision making
- Advocated for users and data centered approach within product teams to make better informed decisions
- Provide guidance and mentorship to junior designers

UX Designer III   Sept '18 - May '21

- Released a feature that looked to save approximately $20 mil in a year
- Doubled the CSAT score of Chatbot within a month
- Initiated and led the formation of a Design System

Pixfizz · UX/UI Designer   Oct '17 - Aug '18

- Main designer for corporate site, white-label site for clients, site admin app and web-based customization editor
- Proposed new brand concepts for new market, and prototyped site using HTML, CSS and an in-house CMS system

Orangeshine.com · UX/UI Designer   Nov '16 - Oct '17

- Lead designed B2B admin tool and brand new mobile website
- Designed an automated RMA flow informed by user insight to decrease resolution time

FashionGo · UX/UI Designer   Jul '16 - Nov '16

Spigen Inc · Graphic Designer   Sept '14 - Apr '16   Part-time

Contact

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Linkedin

Education

Bachelor of Science,
Industrial Design
California State University,
Long Beach

UX Design Certification
University of California, San
Diego, Extensions

Skills

Systems Thinking
Product Strategy
Information Architecture
User Journey Mapping
User Flow
Interaction Design
Prototyping
User Research
User Testing
HTML/CSS

Tools

Figma
Sketch App
Adobe XD
Principal for Mac
Invision
Zeplin
Whimsical
Protopie
Photoshop
Illustrator