

## EMILY MASSA

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## SKILLS

User Interface Design  
iOS App Design  
Android App Design  
Interaction Design  
Visual Design  
Wireframing  
Prototyping  
User Research  
Usability Testing

## TOOLS

Sketch  
Photoshop  
Illustrator  
Flinto  
InVision  
Zeplin  
HTML & CSS

## EXPERIENCE

### Lead UI/UX Designer | Momo 2015 - 2016

- Designed, iterated, and launched Blupe iOS App, Whatnow iOS App, Whatnow Android App, and Purpl iOS App to the App Store.
- Generated comprehensive information architecture, wireframes, high-fidelity mockups, and prototypes for iOS and Android.
- Collaborated closely with founder, pm, eng, and other product stakeholders. Worked in a fast-paced environment and translated business requirements and user insights into innovative yet practical design solutions with simple and intuitive user interfaces.

### Lead Product Designer | Hifu Services Inc. 2014 - 2015

- Conceptualized, designed, iterated and launched Hifu iOS App for the Apple App Store.
- Directly responsible for user interface design, visual design, and overall user experience.
- Worked closely with the founder, UX researchers, and other product stakeholders to bring forth the Hifu product vision.

### UI/UX Designer | Wikia Inc. 2013 - 2014

- Lead iOS and Android designer for Wikia's entertainment and lifestyle applications.
- Collaborated with stakeholders to map user flows, prototype interactions, push pixels, and implement design with engineers.
- Conducted user research and delivered actionable research findings and design recommendations to product team.
- Participated in redesigning Wikia's entire user experience across web and mobile. Wikia is ranked #20th in the US by overall traffic.

### Lead Product Designer | Baby Forecast iOS App 2013

- Conceptualized, designed, iterated, and launched Baby Forecast for the Apple App Store.
- Promoted Baby Forecast and achieved top 50 ranking in the medical category on the Apple App Store.

## EDUCATION

Academy of Art University 2010 - 2013  
Bachelor of Web Design and New Media