Emily Ann Salles

emilyannsalles.com

Product Design Experience

Enterprise Design @ Validity
Oct 2022–Sept 2026

Collaborated across Validity's variety of SaaS offerings to maintain strong retention and drive adoption of new features. Planned and conducted customer interviews and surveys to uncover unmet user needs, challenge initial assumptions, and refine design direction before development. Used Figma prototyping and AI concepts to align stakeholders and get customer feedback ahead of development. Shared design recommendations that informed product strategy and feature prioritization.

Product Design @ DISH
Nov 2021–Oct 2022

Led the design phase for the MVP of an internal project management tool, including: developed a project plan that met preset delivery goals; defined pain points and solutions based on stakeholder interviews; and delivered final wireframes in InVision with requirements documentation that incorporated user feedback from lo-fi and hi-fi iterations.

Onboarding Design @ Finli
June 2021–Nov 2021

Analyzed customer behavior and industry trends to assess the Finli self-service onboarding experience. Used journey mapping to communicate findings. Developed a fresh onboarding strategy and design in partnership with stakeholders.

Additional Roles

Stitch Fix

Client Experience Global Communications Supv Aug 2020–Jan 2021

Managed the strategy, usability, visual design and information architecture for an intranet that hosted 200+ articles of documentation and enabled the Client Experience Team to achieve over 90% customer satisfaction. Partnered cross-functionally with engineers, product managers and product designers to build informational and training resources.

- **Communications Lead - Client Experience** Jan 2019–Aug 2020
- **Communications Spc - Client Experience** Jan 2017–Jan 2019
- **Client Experience Business Process Analyst** June 2015–Jan 2017
- **Client Experience Associate** March 2014–June 2015

Contact

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About me

Product designer who believes in the good friction of collaboration. 5 years of experience improving complex SaaS products through user research, interaction design, prototyping, and usability testing.

Skills

UX research
UI design
Design sprint
Style guide
Wireframes
Prototyping
Information architecture
Project management
Content writing
Copy editing
Presentations
HTML

Tools

Figma
Sketch
Adobe XD
Claude
Pendo
Product Board
VS Code
GitHub
Jira

Education

General Assembly—UX Design Immersive Fellow
UC, Santa Cruz—BA in Literature