

EMMA WALSH

UX DESIGNER & RESEARCHER | Columbus, OH | (401) 447-9613 | walsh.r.emma@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Strategic and innovative UX Designer and Researcher with a strong focus on user-centered design across Financial, Healthcare, Education, Association, and Non-profit sectors. Adept at aligning user insights with business goals through in-depth research, iterative design practices, and following accessibility guidelines. Skilled in mentoring designers, developing design strategies, and creating seamless, scalable, and transformational user experiences.

RELEVANT EXPERIENCE

JPMorganChase, UX Design Vice President *On-site, 03/2025 - present*

- Led end-to-end UX strategy, experience design, and delivery for an internal developer platform supporting 50,000 engineers, designing and optimizing core platform capabilities including the Notification Center, Preferences, Help Center, Search, Virtual Assistant, and Application Management, improving workflow efficiency platform usability, and engineer engagement.
- Established and implemented standardized UX practices and documentation covering accessibility testing, functional audits, documentation, and analytics, ensuring design quality, consistency, and team alignment across the platform.
- Partnered closely with engineering, product management, content, design systems, and UX to deliver user-centered design solutions, facilitate design reviews, and translate complex technical requirements into clear functional specifications that supported fast, high-quality development cycles.
- Leveraged user research, market research, and analytics to inform experience design decisions, evaluate performance, and drive continuous optimization of platform features.
- Mentored and onboarded designers, promoting inclusive design practices, accessibility standards, and sharing best practices, while strengthening team delivery and design maturity.

Powerful Web Design for Utilities, Layout Design Contractor *Remote, 02/2025 - 03/2025*

- Designed responsive, mobile-first website layouts for electric cooperatives, municipal utilities, and public service organizations, translating complex utility services into intuitive, accessible user experiences.
- Developed page templates, component structures, and visual hierarchies to improve navigation clarity, content readability, and engagement across desktop and mobile platforms.
- Translated complex utility information, including outage reporting systems and customer service resources, into streamlined, user-centered interfaces, supporting trust and ease of use.
- Applied accessibility and inclusive design standards to ensure compliance and usability across diverse user populations, including aging users and individuals using assistive technologies.

Mighty Citizen, UX Designer & Researcher *Remote, 02/2024 - 01/2025*

- Directed strategic research and design initiatives to drive actionable insights, resulting in transformational solutions for nonprofit and public sector clients.
- Conducted comprehensive user research, including stakeholder interviews, audience surveys, A/B testing, user personas, and usability testing to uncover insights and inform design decisions.
- Led the development of sitemaps, wireframes, and high-fidelity prototypes focusing on inclusive design and accessibility guidelines, enhancing user engagement across digital platforms.
- Synthesized data from user research, market trends, and user behavior analysis to provide actionable insights that drive strategic design decisions.
- Partnered with cross-functional teams, including project managers, developers, marketers, and creative leads to integrate user experience into product strategies, aligning business objectives with user needs.
- Presented research and design rationale to clients and stakeholders, effectively communicating the strategic value of user-centered design.

The Opportunity Project, Lead UX Designer & Researcher *Remote, 08/2023 - 01/2024*

- Collaborated with a multidisciplinary team of engineers, data scientists, and UX designers in a 12-week sprint led by the US Census Bureau, the US Department of Commerce, and the Consumer Financial Protection Bureau to design a credit card shopping platform.

- Leveraged federal data, competitor, interview, and survey analysis to design a more competitive credit card shopping experience to ensure consumers can find a credit card that best meets their needs and promotes competition in the credit card market.
- Iteratively refined designs based on user feedback, ensuring consistency and accessibility across multiple platforms.
- Delivered end-to-end designs informed by user research and feedback, creating a north-star vision for an accessible and innovative digital experience presented at the US Census Open Innovation Summit 2024.

Martello Investments, LLC, UX Designer & Researcher *Remote, 06/2023 - 08/2023*

- Developed an intuitive client portal and onboarding system for a fintech startup, streamlining the account setup process for mobile and web platforms.
- Designed and led user interviews and usability testing to streamline the client onboarding journey, increasing onboarding efficiency by integrating user feedback into the process.
- Analyzed user research and competitive analysis data and learned that most investors are overwhelmed by investing and actively seek support.
- Developed scalable solutions, including step-by-step navigation and accessible investment tools, ensuring seamless integration across mobile and web platforms.

knowRX© Health, UX Designer & Researcher *Remote, 05/2023 - 06/2023*

- Collaborated with key stakeholders of a pre-seed startup as part of a team of UX Designers to complete the end-to-end design of a physician portal for KnowRX, a digital health platform enhancing care team capabilities and promoting secure information exchange.
- Led UX Research efforts, synthesizing user interviews and market trends to design an intuitive physician portal that supports cross-functional healthcare collaboration.
- Designed a high-fidelity prototype with a focus on streamlined information architecture to allow physicians easy access to patient data, continuing education, and healthcare team communication.

ADDITIONAL EXPERIENCE

Gigi's Shelter, Nonprofit Program Manager *Canal Winchester, OH, 02/2021 - 03/2023*

Columbus Humane, Nonprofit Program Manager *Hilliard, OH, 07/2018 – 07/2020*

Abercrombie & Fitch, Senior Designer *New Albany, OH, 02/2012 – 07/2018*

- Managed all aspects of the design and development across multiple departments resulting in \$43.5 million in sales with an average of 63% margin.
- Collaborated with direct reports and cross-functional partners to execute on-trend assortments balancing sales history and market research within tight deadlines.
- Spearheaded seasonal international research trips and presented findings to the team.

TECHNICAL & INTERPERSONAL SKILLS

UX SKILLS: Experience Design, Stakeholder Interviews, Focus Groups, Audience Surveys, Information Architecture, Visual Design, Usability Testing, Prototyping, Journey Mapping, Storyboarding, Interaction Design, Responsive Design, Accessibility, Quantitative and Qualitative Analysis, Agile and Waterfall Methodologies

SOFTWARE & DESIGN TOOLS: Figma, Adobe Creative Suite, Sketch, Lucid, LLM, ChatGPT, Claude, Gemini, Jira, Confluence, Miro, Asana, Notion, Dovetail, SurveyMonkey, Optimal Workshop, Maze, Mentimeter, Google Workspace, Microsoft Office

INTERPERSONAL SKILLS: Cross-Functional Collaboration, Strategic Thinking, Leadership, Communication, Problem-Solving, Time Management, Adaptability, Empathy, Presentation Skills

EDUCATION

General Assembly | UX Design Immersive

Remote, Graduated: 06/2023

Rhode Island School of Design | Bachelor of Fine Arts, Apparel Design

Providence, RI, Graduated: 05/2011