

# Emory McDowell

UX + Product Designer

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## Experience

### UX Designer | YouTube

July 2023 - Present | New York, NY

- Led end-to-end design of YouTube moderation tools, boosting creator efficiency and user satisfaction.
- Spearheaded Lightweight Reactions launch with interactive, hi-fi Figma prototypes for Videos, Shorts, and Live.
- Helped enhance user engagement by ~20% on Shorts and Live, translating user feedback into actionable design specs for stakeholder review and engineers.

### UX Designer | Google

Aug 2022 - Jul 2023 | Remote

- Enhanced user experience across Google's safety & security portfolio and hardware in 15 million households by streamlining integration with a partnership with ADT.
- Created prototypes focused on strategic solutions for usability tests and user interviews to design an optimized experience that helped increase subscribers by ~50%.
- Led challenging in-app communication user journeys aimed at migrating 500K+ users to the Google Home app to increase the user base and brand loyalty.

### Creative Technologist | VMGROUPE

October 2022 - August 2023 | Brooklyn, NY

- Executed campaigns from pitch to launch in a fast-paced team environment for large clients within LVMH and L'Oréal.
- Mastered Adobe Suite and Shopify as a self-taught UX/UI designer, boosting client websites to 80,000 average unique visitors.
- Increased brand social media engagement by 2081% by creating resonant visual content across platforms.

### UX + Visual Designer | TODOS Medical

October 2022 - August 2023 | New York, NY

- Enhanced brand storytelling and website user shopping experience by becoming Hubspot certified to maintain and improve website design across all e-commerce platforms.
- Increased sales and customer engagement by 50% by conceptualizing and designing banners, flyers, email marketing and unique content for their social media platforms.

## Education

### Bentley University

August 2023 - Present

**M.S. in Human Factors and Design**  
Relevant Coursework: Foundations in Human Factors, Prototyping and Interaction Design, Intelligent User Interfaces (AI)

### Allegheny College

August 2016 - May 2020

**B.S. in Biology and Neuroscience**

## Expertise

### Design

Wireframing  
Mockups / Prototyping  
Design Systems  
Responsive Design  
Accessible Design  
Brand Design  
Interaction Design  
Visual Design

### Research

User Persona  
User interview  
Heuristic Evaluation  
Usability Testing  
A/B Testing  
Competitor Analysis

### Tools

Figma  
Adobe Creative Suite  
HTML/CSS  
Shopify, Wordpress, Squarespace  
Blender, Cinema4D