

Emily Massa

Product Designer at Memebox Corporation

emilywkmassa@gmail.com

Summary

Portfolio: emilywkmassa.com

I am a product UI UX designer with 5+ years of experiences. I desire to craft user experiences that are useful and delightful for people. I believe that great product design solutions come from deep empathy for the users, solid understanding of the problem, acknowledging the technical constraints and business objectives, iterating based on user feedback, and intentional decision making.

I spend my day at work asking questions that starts with how/why/what if, and advocating for user-centered design. I thrive in a fast-paced environment. I am attracted to products and projects that stretch me, require growth and have an impact.

Specialties//

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

Tools//

- Sketch
- InVision
- Illustrator
- Photoshop
- Zeplin
- Principle
- HTML & CSS

Currently Learning//

-InVision Studio

Experience

Product Designer at Memebox Corporation

January 2017 - Present

Memebox (YC '14) <https://us.memebox.com/>

Memebox is a beauty community that connects and empowers beauty lovers from around the world.

- Lead UX/UI design and launch new community and e-commerce features across platforms — iOS, web and Android.
- Take broad, conceptual ideas and turn them into something useful and valuable for our users.
- Report directly to head of product to execute on product design and vision.
- Collaborate with product managers, developers, researchers and other designers to create simple and intuitive end-to-end user experiences - flows, wireframes, visual designs, and prototypes through final delivery and implementation.
- Continuously iterate and improve design based on user feedback and research insights.

Lead UI/UX Designer at Momo Technology Company Limited

March 2015 - January 2017 (1 year 11 months)

Momo is a revolutionary mobile-based social networking and livestreaming platform (NASDAQ: MOMO). Momo US is a research and development lab that designs and engineers digital products for the future of social networking.

- Conceptualized, designed, iterated, and launched Blupe iOS App, Whatnow iOS and Android App, 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.
- Report directly to CEO to execute on product design and vision.

Lead Product Designer at HiFu Services Inc.

October 2014 - January 2015 (4 months)

- Conceptualized, designed, iterated and launched Hifu App for the Apple App Store.

- Directly responsible for delivering User experience visions, UI specifications, wireframes and prototypes.
- Collaborate effectively with CEO, researchers, development, sales, and other oversea team members.
- Report directly to CEO to execute on product design and vision.

User Experience Designer at Wikia

January 2013 - October 2014 (1 year 10 months)

<http://www.wikia.com/fandom>

- Lead iOS and Android designer for Wikia's entertainment and lifestyle applications.
- Collaborated within the product team 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.

Visual Designer and Front-end developer

January 2012 - July 2012 (7 months)

Worked on identity design, packaging design. Designed and built company website .

Education

Academy of Art University

Bachelor's degree, Interaction and Web Design, 2010 - 2013

Honors and Awards

Winner of Wikia Hackathon 2013

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[Contact Emily on LinkedIn](#)