Emma Sims

Product Designer

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Experience

Twilio Segment // Senior Product Designer
May 2021 - Present

- Designing products for our self service customers

JPMorgan Chase // UX Designer
September 2018 - May 2021

- Designed and launched net worth product with team to reach 85,000+ users. This project was one of the first to adopt the new design system components at the firm
- Delivered spending insights product that solved duplicative experiences and promoted re-use of APIs at scale
- Won J.P. Morgan-wide hackathon (in NYC) with dark mode MVP web app that launched in 7 hours
- Organized and facilitated a workshop across multiple design teams to identify gaps and differences in overlapping web and mobile products and to align on a strategic approach forward

AlphaSights // UX Designer
March 2017 - August 2018

- Researched, tested, and designed an internal page that decreased the amount of time spent by associates to propose advisors
- Redesigned external-facing responsive web app that decreased the amount of time spent by clients to request calls by 20%
- Initiated weekly meetings and objectives that provided structure and design direction for the team

Education

Barnard College //
Columbia University
B.A. Economics & Psychology

Tools

- Figma
- Fullstory
- Adobe CC
- Amplitude
- Mixpanel

Skills

- HTML / CSS
- Information architecture
- Interaction design
- Product design
- Product strategy
- Prototyping
- User flows
- User research
- Usability testing
- Wireframing

Volunteering

ADPList // Design Mentor
July 2022 - Present

Built By Girls // Wave Advisor
June 2019 - September 2021

Barnard College // Mentor
2018 - Present