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# Blessing Emole
UX/Product Designer & Strategist

## Experience

### UX Designer & Researcher • NASA/NYU Soundscapes Project
October 2021 - January 2023

- Owned the design of a responsive educational interface, enabling the Blind/Low Vision community to collect, interact, and analyse audio recordings from the 2023/2024 eclipses.
- Ensured consistency in user flow and adherence to WCAG accessibility guidelines across web, mobile, and tablet platforms; annotated interactions and functionalities from initial sketches to high-fidelity designs.
- Presented design choices to PMs, scientists, and researchers, maintaining alignment with OKRs, scientific requirements, and software constraints.

### User Experience Designer • Zillow Group (StreetEasy)
June - August 2022

- Led the end-to-end redesign of a high-impact dashboard, ensuring the right size, delivering value to consumers, the product, and achieving business KPIs (DAU/WAU/MAU, return visits, user engagement and satisfaction).
- Established a cross-functional design process with engineers decreasing the development cycle and reducing post-launch defects by addressing accessibility concerns,  maintaining product consistency and quality.
- Leveraged field studies and concept tests to make informed decisions on exploration and when to pivot based on technical constraints, data-driven market analysis, and user feedback.

### UX Designer & Reporter • New York Times (NYT)
May 2020 - 2021

- Led the design of a 30+ spread special feature newspaper for the annual NYT Journal, leveraging UX Design to create a captivating visual experience.
- Collaborated with editors, reporters, and fellows to integrate design elements seamlessly into compelling narratives.
- Ensured all design elements (print, digital, and social) aligned with the NYT design vision and user experience goals while maintaining a consistent and recognisable visual identity.

### Prototyping & UX Lead • National Football League (NFL)
July - August 2020

- Led a 4-person team in UX design and prototyping for an interactive website and program promoting social change among NFL employees.
- Successfully gained buy-in from over 100 cross-functional stakeholders, including key executives, through innovative, implementable design solutions and strategic presentations.
- Conducted user research, gathered insights from NFL employees, and utilised data analytics to address inconsistent employee onboarding.

## Contact

(925) 895-2591
ubemole@gmail.com
www.blessingemole.com
www.linkedin.com/in/bemole

## Skills

**UX/Product Skills**

Stakeholder Interviews, Prototyping, Accessibility Audit, Product Strategy, Information Architecture, Usability Testing, Content Strategy, User Research, Ethnography, Concept Testing, Project Mapping

**UI Skills**

Responsive Design, Interactive Design, Visual Communications, Typography, Branding, Marketing, Animation, Design Systems

**Software**

Figma, Sketch, InVision, Jira, Trello, Asana, CMS, Adobe Creative Cloud [xD, Photoshop, Illustrator, InDesign, Premiere, After Effects]

**Soft Skills**

Storytelling, User-Advocacy, Discovery Presentations, Curiosity, Communication, Collaboration, Adaptability,  Empathy, Data Analysis, Problem-Solving, Strategic Thinking

## Education

**New York University,
Tandon School of Engineering**
Masters of Science
Integrated Design & Media
Degree Conferred

**Syracuse University,
S.I. Newhouse School of Public Communications**
Bachelor of Science & Art
Magazine and Digital Journalism & Writing and Rhetoric
Degree Conferred