

Emily de la Mettrie | day/la/mettry

Senior Product Designer | edelametrie.com

984.322.0840 | bonjour@edelametrie.com

linkedin.com/in/edelametrie

ABOUT

Education

Flatiron School
UX/UI Immersive
Sep 2020

EFAP Paris
Masters (M2), Marketing and
Communication

The George Washington University
BA in English Literature, French Minor

Skills

Stakeholder Management, Presentations,
Wireframing, User Research and Interviews,
Prototyping, Concept development, High
Fidelity Design, User Flows, Style Guides,
Branding, Design Systems, Collaboration

Tools

Figma, Adobe Suite

Languages

Fluent in French and English. I speak French
at home!

Senior Product Designer with 2.5+ years of fintech experience currently consulting. 14 years of industry experience and a Masters in Marketing. When not designing, you can find me: re-arranging my living room, enjoying a matcha, trying to learn Italian, and/or cooking something new. Proud American and French citizen.

EXPERIENCE

Lightci

Senior Product Designer | Oct 2023–Jan2024, contract

Senior Product Designer for Lightci, a consulting firm with a strong roster of FAANG clients.

Projects include: redesigning an AI-powered EdTech app.

Mission Lane

Senior Product Designer | Settlements, 2022–Sept 2023

Product Designer | Card Acquisitions + CLIP, 2021–2022

Senior Product Designer for Mission Lane, a fintech company underwriting credit cards for the financially underserved. **Projects include: 0>1 Settlement Platform, Credit Line Increase Program Tracker, Design System, Website Rebrand, A/B testing Pre-qualification Landing pages, Ad Execution.**

The Carpentries

Product Designer | 2021, contract

Redesigned a lesson template for a nonprofit teaching foundational coding and data science skills to researchers worldwide. **Scope included: User Research and Interviews, Desirability Testing, Usability Testing, Project Management, User Flows, Design System, Mid & High Fidelity Wireframes and Prototype.**

Action Design Network

UX/UI Designer | 2020, contract

Concepted and designed a new, modern brand identity and responsive web presence for ADN, an events-based nonprofit at the intersection of all things behavioral design. **Responsibilities included: 20 hours of collaborative User Interviews, 4 Client Presentations, Desirability Testing, Usability Testing, Project Management, User Flows, Design System, Prototyping.**

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EXPERIENCE, cont'd

Trumpet Advertising

Creative Project Manager | Producer, 2018-19

Lead and managed client relationships for over 6 accounts with various business objectives.

Managed the internal Creative Team, Creative Project Management, Produced video, radio, OOH, print campaigns.

Fifty Two 45

Talent/Project Manager | 2017-18

Talent agency in New Orleans, LA. Spearheaded marketing and sales initiatives, Wrote and Collaboratively designed marketing materials, Scouted and Supervised Onboarding for New Talent, Managed Talent and Bookings.

King and Spalding

Marketing Asst/Int'l Arbitration Asst | 2014-16

International law firm in Paris, working in the international arbitration group supporting managing partner and team of 5 associates. Worked in a bilingual corporate setting. Served as Marketing Liaison, Edited and Organized Marketing Content, Managed Events to generate new business.

Reflex

Senior Project/Acct Mgr | 2012-13, contract

NYC office of an international boutique agency focused on luxury + beauty clients. Project and Acct Mgr for Save Love Give Campaign, Validas, wherein VERA analyzes your phone bill, sees how much you can save, then donates to a microfinance charity. Campaign results included 400 million impressions, 500,000 visitors and 90,000 new customers in less than 45 Days.

Garance Doré Studio

Bilingual Project Manager | 2011-12, contract

French influencer and blogger with a large digital audience. Press Mgmt, Project Mgmt, Negotiated with investors and sponsors for a documentary film series, Oversaw budgetary concerns, Contributed content to blog, Liaised and coordinated with web design teams.

L'Officiel Hommes

Bilingual Project Manager | 2011, contract

Worked on the first NYC-produced, newly rebranded September issue with new editorial team Andre Saraiva and Timothée Verrecchia. Secured content and ensured deadlines were met, Calendar Management of Editorial Team, Production Coordination for various shoots and stories, Admin Assistance including travel bookings.

LeFrak Organization

Asst Marketing Manager | 2011

Marketing department of a legendary NYC real estate company. Managed and executed key online rental portfolio components, Edited key business pitch presentations, Organized and managed PR responsibilities for different media events, Lead orientation for corporate tenants in New Jersey.

VPL by Victoria Barkley

Press Agent | Showroom Assistant, 2010, contract

Modern lingerie brand founded by Victoria Barkley. Participated in new flagship store launch, Compiled Media Books, Executed Media Sweeps, Showroom Management, Sample Closet Management.