

EXPERIENCE

Silvur

Senior Product Designer, contract | June 2024–present

Leading design for Silvur, a tool that generates a proprietary, data-based Retirement Score sold to credit unions with the goal of making everyone feel confident and supported in their retirement journey.

- Re-organized the Figma file system and design library to better foster team collaboration and design awareness
- Improved the design/product/engineering feedback loop and working model, ensuring design has a seat at the table and is regularly reviewing work
- More to come! Working on improving the North Star metric of Increasing % of engaged members with a retirement score

Lightci

Senior Product Designer, contract | Oct 2023–Jan2024

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

- Led design for the MVP of an AI-powered, proprietary EdTech app for a private school district
- Delivered a reusable, buildable design system

Mission Lane

Senior Product Designer | Settlements, 2022–Sept 2023

Product Designer | Card Acquisitions + CLIP, 2021–2022

Led design on Acquisitions and Settlements verticals for Mission Lane, a fintech company underwriting credit cards for the financially underserved. Worked across both app and web.

- Launched a credit line increase tracker that reduced delinquencies by 30% (during a time when, due to very high interest rates, this mattered enormously!)
- Designed and launched a 0>1 Settlements platform that allowed for increased internal flexibility, self-service for customers, and reduced servicing time for settlements agents
- A/B tested and redesigned the pre-qualification landing pages and experience for a combined increase in 10% conversions

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

- Designed and delivered a brand new navigable lesson template to be used worldwide for all courses, resulting in increased efficiency during courses and overall better engagement from both students and teachers

ABOUT

Education

EFAP Paris

Masters (M2), Marketing and Communication

The George Washington University
BA in English Literature, French Minor

Skills

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

Tools

Figma, Adobe Suite, Miro, Asana, Fullstory, Hotjar, Framer, Google Suite, Zoom, UserTesting, Confluence

Languages

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

Certificates

Flatiron School
UX/UI Immersive
Sep 2020

Deque University
Accessibility Certificate
2020

Emily de la Mettrie | day/la/mettry

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Senior Product Designer | edelametrie.com

984.322.0840 | bonjour@edelametrie.com

[linkedin.com/in/edelametrie](https://www.linkedin.com/in/edelametrie)

EXPERIENCE, cont'd

Action Design Network

UX/UI Designer I 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.

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 I 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 I 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 I 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.