

## Bridget Lyons

Principal Product Designer

www.blyons.studio (hello)  
www.dribbble.com/blyons98  
610-256-9348  
blyons.studio@gmail.com

### Skills

#### Expertise

- Discoveries
- Design Systems
- UX Strategy
- Systems Thinker
- Audits and Evaluations
- Workshop Facilitator
- Content Strategy
- UX Writing
- UX Methodologies
- Requirements Gathering
- Storytelling
- Design Generalist

#### Human

- Authentic and Self-Aware
- Agile and Non-Bias
- Detail Oriented
- Curious and Passionate
- Pragmatic and Humble
- Self-Sufficient and Proactive
- Adaptable and Collaborative

#### Leadership

- Mentorship and Coaching
- DesignOps
- Creative and Art Direction
- Hiring
- People Growth and Management

## Hi, I'm Bridget a Principal Product Designer

I lead end-to-end product experiences, and I believe creative, successful solutions are achieved through curiosity and teamwork

### Work Experience

**Lead Product Designer** Tattle, New York, NY

**July 2023 — Present**

#### Accomplishments

- Created an accessible design system bringing consistency to an inconsistent product, while increasing productivity and creating efficiencies
- The design and implementation of several new features using research methodologies such as stakeholder interviews, card sorting, usability testing and etc, and new technologies like AI and various integration to meet the needs of our current users — while enabling sales to target enterprise level prospects
- Develop and educate the teams on UX processes, while identifying and creating UX documentation such as persona creation, feature backlog's, user stories etc using Jira, Confluence and Figma

**Lead Experience Designer** Big Nerd Ranch, Atlanta GA

**Feb 2022 — June 2023**

#### Accomplishments

- Created and collaborated on a discovery scoping process to illustrate our value and expertise and enable our Sales teams to sell more design-led work
- Conducted a usability audit of a Chick-Fil-A's eLearning Platform to ensure its usability and accessibility — while navigating internal bias in order to do the right thing
- Co-researcher in a Cricket Wireless discovery that pivoted mid-stream from Product Transformation to Experience Transformation. And, identified areas of opportunity to ease friction and enable advocates to better serve their customers

**Founder & Designer** Studio b Creative Co., LLC, Holmdel, NJ

**Mar 2019 — Present**

#### Accomplishments

- Designed new features for Certemy a compliance, licensing and certification SaaS application existing certification to expand its offering and meet the needs of its users
- Redesigned an immigration application process and take a daunting, overwhelming process and make it simple and human
- Mobile app redesign and marketing website design stockist, a fast growing start-up looking for second round funding

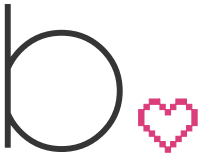
**Creative Director** etherFAX, Holmdel, NJ

**Sep 2019 — Feb 2022**

#### Accomplishments

- Rebranded and redesigned the etherFAX marketing website. The site's traffic increased by 64%, there were 61% more sessions, and a 65% increase in session duration
- Crafted a content strategy that better differentiated etherFAX's product offerings to enable the Marketing and Sales teams
- Designed and implemented a cohesive, consistent design system that could be scaled across all of etherFax product experiences

Continued...



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## Education

### Hussian School of Art

Major: Advertising Design  
Graduation: May 1998

## Certifications

### NN/g Nielsen Norman Group

Certificates:

- Storytelling 2022
- Designing for Influence 2022

### Interaction Design Foundation

Certificate: Mobile UX Design 2021

### Sequent Learning

Product Management Professional  
Certificate: Feb 2016

**Senior UX Designer** Lightmatter, New York, NY

Sep 2019 — Oct 2021

#### Accomplishments

- Created a design system for Visual lease, a lease management SaaS software solution that improved their go-to-market strategy by more than 50%, while increasing customer satisfaction scores
- Redesigned Mini-Circuits, global e-Commerce engineering hardware website to increase online sales, provide visibility into orders and create an intelligent, modular content management system
- Designed and tested a primary care provider, Medicare focused MVP SaaS web platform to maximize revenue and improve patient care

**Design Manager** iCIMS, Holmdel, NJ

Mar 19 — Sept 19

#### Accomplishments

- Used UX Methodologies to create a general, streamlined and repeatable design process with a focus on design systems — while uniting a divided design and research team
- Developed and evangelized the Designs teams vision within the larger organization
- Responsible for building and properly aligning the team to business goals and user needs
- Introduced several lean and standard UX methodologies to improve productivity and collaboration

**Principal Product Designer > Creative Director**

WorkWave, Holmdel, NJ

Nov 2015 — Mar 2019

#### Accomplishments

- Redesigned K9 Resorts franchising brand and strategic approach to the evolution of their consumer marketing campaigns. Results: a 65% increase in lead generation, with a 3% increase in conversion
- Redesigned a complex marketing website for a low visibility franchise client. Develop a creative strategy that aligns to the Google algorithm; EAT — allowing them to increase SEO rankings, bring awareness to the service category and increase lead and conversion rates. Results: a 115% increase in lead generation
- Designed a multi-channel lead generation product, strategically positioned to integrate with the suite of existing WorkWave products — specifically designed to generate and convert leads in the field
- Redesigned the field mobile iOS & Android platforms and increased device usage by 155%
- Concepted, developed and evangelized a UX educational program company wide; UCIDI, the User Centered Design Initiative
- Developed, documented and implemented a user testing environment process

**Creative Studio Manager** TD Ameritrade, Jersey City, NJ

Apr 2015 — Nov 2015

**Lead Product Designer** Diligent Boards, New York, NY

Apr 2014 — Apr 2015

**VP, UX Director** JPMorgan Chase & Co, New York, NY

Sep 2011 — Apr 2014

**Digital Art Director** Razorfish Health, Philadelphia, PA

Aug 2010 — Sep 2011

**Art Director** Merkle Inc, King of Prussia, PA

May 2000 — Jan 2010

**View my LinkedIn profile for more work experience and references.**