

# Experience

## Lead Product Designer | Booz Allen Hamilton

10/2023 - Present

Oversees design governance and execution for a major modernization and AI transformation initiative, aligning standards across extensive, cross-functional teams. To scale team efficiency, develops and implements core governance frameworks and internal design enablement tools to guide informed decision-making and collaboration.

## Mid-Level User Experience Designer | Designit

07/2022 - 10/2023

Contributed to the end-to-end product design process, balancing user and business objectives across B2C and B2B experiences. Executed the full design lifecycle: from heuristic evaluations and competitive research to high-fidelity prototypes. Collaborated with cross-functional teams and clients to launch features that drove measurable revenue growth across multiple industry verticals.

## **Booz Allen Hamilton**

Full-time 09/2019 - 07/2022

# **Senior Consultant**

01/2021 - 07/2022

## Consultant

09/2019 - 01/2021

Contributed to the design and launch of multiple high-impact products across critical platform integration teams. Established new design system components and visual style guides, ensuring consistent, scalable design and aligning standards across extensive, multi-disciplinary development teams. Executed user research, analysis, and synthesis, and played a key role in major application redesigns, resulting in elevated usability.

# **Experience Design Intern | Publicis New York**

6/2018 - 8/2018

Worked in the Creative department at Publicis, one of the oldest and largest marketing and communications companies in the world as an Experience Design intern. Contributed research, strategy, design, and prototyping skills in pitches to clients in pharmaceutical, financial, tech, and automotive.

#### Education

# **Savannah College of Art and Design** B.F.A. User Experience Design with a

minor in Graphic Design | 2014 - 2019

# Licenses & certifications

# **Nielsen Norman Group**

UX Management Specialty | Apr 2021

#### **Human Factors International**

Certified Usability Analyst | Jan 2020

## Honors & awards

## **Indigo Design Awards**

Gold (1), Silver (2), Bronze (2)

## **PRIMER19 Emerging Designer Exhibition**

Honorable mention

# Skills

## Design skills

Qualitative / Quantitative research Strategy / Ideation Visual Design Accessibility Design Systems

#### Software skills

HTML, CSS, JavaScript Adobe Creative Suite Invision Sketch / Figma

#### Contact

### www.watersdsgn.com

emmaraewaters@gmail.com 917.734.3996