

Emily Rathbun

UX & Product Designer

[Emilyrathbun.com](https://emilyrathbun.com)

651.399.5681

Emilyjeanette70@gmail.com

EXPERIENCE

Freelance Product Designer | Self-Employed

June 2024 - Present

- Led UX projects including a wellness platform audit, an accessibility audit for a nonprofit, and a website redesign for a housing stabilization org to improve service discoverability.

UX Design & Research Fellow (Team Lead) | LePal.ai

Aug 2024 - Nov 2024

- Led a team of five designers during a 12-week fellowship to improve user retention and engagement for *LePal*, an AI-powered mental health platform. Delivered data-driven UX enhancements during beta, contributing to a 4.6-star App Store rating at launch.
- Spearheaded a paywall redesign using qualitative and quantitative user research and rapid A/B testing, increasing upgrade intent by 89%.

Product Designer | Anime For Humanity

May 2022 - Aug 2023

- Defined product vision and UX strategy for a mental wellness startup; developed journey maps, user flows, and a scalable design system that directly shaped the product roadmap.
- Executed a full-cycle user research plan—interviews, surveys, and usability tests—to inform product decisions, increasing user satisfaction by 30%.
- Designed a high-fidelity MVP prototype in Figma, validating early product-market fit with 500+ sign-ups in 1 week and generating momentum for partnership development.
- Collaborated with PMs and engineers to deliver user-centered solutions from concept to final pixel, balancing design integrity and technical feasibility in fast-paced Agile sprints.

SKILLS

Wireframes & Prototypes
Information Architecture
Interaction Design
Visual Design
Market Research
User Research & Analysis
Usability Testing
A/B Testing
Heuristic Evaluation
Accessibility (WCAG 2.2)

TOOLS

Figma
Framer
Webflow
Miro
Photoshop
Jira
Zeplin
HTML/CSS (Basic)
ChatGPT

EDUCATION

MS Technical Communications

2022

Metropolitan State University

Graduate Certificate in User Experience Design

2022

Metropolitan State University

BA Public Relations

2019

Metropolitan State University