Orisha Nnani | Senior Product Designer

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SUMMARY

Great design brings clarity and simplicity to ambiguous, complex problems. Over 9+ years, I've led the design of digital products and systems that turn complex user needs, data, and business requirements into intuitive, actionable experiences. I bring end-to-end product design leadership across strategy, research, information architecture, interaction design, rapid prototyping, visual design, design systems, and development. I'm experienced leading across multiple teams and products in both high-growth startups and enterprise environments, establishing design direction, systems, and ways of working while remaining deeply engaged in the craft. I'm a systems thinker, clear communicator, and pragmatic problem solver who brings strong design judgment, ownership, and cross-functional leadership to complex challenges.

SKILLS

Tools: Figma, Adobe XD, Sketch, Jira, Cursor, Claude Code, ChatGPT, Rally, Azure, Webflow, Adobe suite (Photoshop, After Effects, Illustrator), Userlytics, Usertesting, Maze, Teams, Slack, Office suite.

Research skills: Moderation, research development, data analysis, survey, competitive analysis, card sorting, moderated & unmoderated user interviews, usability tests, A/B testing, findings and recommendations.

Design skills: UX strategy, Rapid design & prototyping, AI assisted workflows, design team management, Dev & stakeholder collaboration, C-level presentation, design systems, information architecture, agile scrum, WCAG 2.1 AA accessibility, Mobile-first design for all breakpoints.

RELEVANT EXPERIENCE

SENIOR UX DESIGNER, PulteGroup | Dec 9th 2024 – Present

- Drove a 34% lift in bottom-funnel conversions (50,000 → 67,000 monthly high-intent actions: sales inquiries, tour requests, purchase starts) through targeted UX enhancements to key conversion paths, across PulteGroup's 6 brand sites which generate 14M monthly unique visitors. PulteGroup generated total annual revenues of $17.31 billion in 2025. $16.7 billion specifically from home sales, reflecting the successful delivery of 29,572 homes across the country.
- Led the end-to-end redesign of the corporate website, beginning with a comprehensive audit of existing design artifacts for conflicting color palettes, typography, inconsistently applied design systems across teams. Consolidated these into a single, unified design system, then expanded it to close gaps and support new components, patterns and use cases required by the redesign & greater org. Managed a team of 4 designers through the initiative, owning UX strategy, gathering requirements, delegating tasks, and UX QA.
- Partnered with stakeholders across the org including C-suite executives, marketing, project management, and ownership/directors to align UX decisions with business priorities and secure buy-in at every stage.
- Produced wireframes and high-fidelity clickable prototypes in Figma to support usability testing, stakeholder presentations, dev/engineering handoffs, serving as the single source of product truth.
- Conducted UX research and synthesized qualitative and quantitative insights into actionable design recommendations that validated choices, informed product strategy and roadmap decisions.
- Owned the full design lifecycle from concept through validation and QA, coordinating closely with Dev and QA teams to ensure fidelity between design intent and shipped product.
- Integrated AI tools (Cursor, Claude, Copilot, ChatGPT) into the design workflow to accelerate early-stage concepting, synthesize UX research findings, and speed up light prototyping.

- Delivered end-to-end UX support across 6 product teams, 3 external-facing (Design Preview, Customer Portal, Digital Marketing Vertical) and 3 internal-facing enterprise software (Feasy, Construction Portal, Choice Admin), acting as the sole embedded designer, collaborating with contracting design teams.

SENIOR UX DESIGNER, CVS Health | April 2nd 2023 – April 2024

- Spearheaded the product team in designing desktop, tablet, and mobile user interfaces for the Aetna Medicare website resulting in 50% faster customer navigation and CVS's internal agent-facing telesales platform, 60% increase of agent agent productivity
- Designed Figma wireframes, journey maps, user flows and high fidelity clickable prototypes to enable UX research & usability tests, facilitate stakeholder presentations, development/engineering handoffs and product source of truth.
- Spearheaded UX design for product enhancements that included rigorous validation and quality assurance processes, resulting in a 40% reduction in post-launch defects and 25% faster time-to-market.
- Streamlined cross-functional team collaboration utilizing Miro & Figjam, managing communication between product managers, developers, accessibility, content and business stakeholders, ensuring balanced alignment of user experience goals & business needs.
- Led user research initiatives, conducted usability testing, QA testing and performed data analysis to clarify ambiguous requirements, identify user needs, pain points, and opportunities for improvement throughout the customer journey, resulting in targeted design enhancements and iterative improvements.

PRODUCT DESIGNER, Ford Motor Company | May 31st 2022 – Feb 17th 2023

- Designed Ford's internal Enterprise software & tools, Quality Early Detection (QED) and Mobility Warranty Attribute Trend Spotter as part of Ford's Global Data, Insights & Analytics unit, enabling Ford's quality teams to proactively detect & investigate warranty issues, yielding in millions of dollars of reduced warranty spend.
- Developed data visualization platforms, translating aggregated raw Ford vehicles data, dealership claim data and other warrant claim data, giving systems engineers, analysts, managers, dealerships & leadership access to aggregated insights.
- Translated aggregated raw data into relevant modifiable internal tooling, graphs, charts, tables, maps and other data visualization forms.
- Utilized figma to create WCAG AA compliant wireframes, UI designs, components, design systems and clickable prototypes, translating requirements & insights from user research.
- Collaborated with product owners, product managers, software engineers, data scientists & leadership to define ambiguous requirements, plan roadmaps & allocate team resources.

LEAD UX DESIGNER, Trio Pharmacy |Columbus, Ohio | Jan 2017 – May 2021

- Navigated constant organizational and product shifts in a fast-scaling startup, adapting design processes and priorities without sacrificing craft or user outcomes.
- Delivered consistent UX return on investment (ROI) by utilizing growth and innovation-producing product and development management practices that allow for unimpeded Agile UX delivery.
- Leveraged Figma in end to end design producing deliverables including but not limited to research recommendations, design system components, user personas, user stories, user journeys, low & high fidelity prototypes.
- Facilitated COVID-19 vaccinations by designing, delivering and maintaining a HIPAA compliant booking system which automatically updated the State of Ohio vaccination record system.

- Achieved agile team dynamic by creating and managing cross-functional teams of stakeholders, researchers, designers and developers.
- Accomplished rebrand as measured by new design system, rebranded website, updated ecommerce user flow increasing business revenue as measured by KPIs

EDUCATION

MASTER OF FINE ART, STUDIO ART, Savannah College of Art & Design | Feb 2024 - Present

BACHELOR OF ART, SOCIOLOGY, University of Cincinnati | Completed May 2018