

Anthony Ra

Product Designer

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Work History

Eisen . Product Designer

New York, NY • May 2023 - present

- Created the visual product as a Founding Designer in **Seed Stage**, on pace to **signings of 10 banks**.
- Engaged in customer research, design systems, QA testing, and product roadmap development.
- Led sales design assets, website, and branding to **~20% boost** in traffic and sales conversations.

Reprise . Product Designer

New York, NY (remote) • Jul 2021 - Jan 2023

- Contributed to securing **Series B** funding through foundational design work and systems.
- Redesigned the product platform and analytics pages resulting in a **22% increase** in weekly usage.
- Initiated and managed Reprise's 25-person AAPI Employee Resource Group, 'Reprasian'.

Freelance . Product Designer

Irvine, CA (remote) • Aug 2020 - Jul 2021

- Built roadmaps, design systems, and accelerated redesigns for creative platform, **Alien Collective**.
- Completed user-focused mobile products conducting interviews, mappings, and usability tests through **Springboard**.

nSmiles . Product Designer

Irvine, CA (remote) • Dec 2020 - Jan 2021

- Contractual design for their **Student Success App**.
- Redesigned use onboarding and engagement through user research, iteration, and usability testing.
- 'Educational App Store Certified' **5 stars** on Google Play Store with **5k increase** in mobile downloads.

Education

Carnegie Mellon University

Pittsburgh, PA • Aug 2016 - May 2020

BA in Architecture . Minor in Drama
Graduated with University and College Honors

Springboard

Irvine, CA • Aug 2020 - Feb 2021

Certificate . UX Design Career Track
Springboard's Best UI/UX Design Portfolios 2021

Skills

Digital

Figma	Sketch	Adobe XD
Webflow	Miro	FigJam
Invision	Marvel	Photoshop
Illustrator	Indesign	Premiere
HTML		

Ideate

Hand Sketching	Journey Mapping
User Research	Prototyping
Usability Testing	Wireframing