

Emily Drumm

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Experience

iPacket

B2B SaaS platform serving automotive dealerships

DonorDrive (formerly Global Cloud, Ltd.)

Enterprise SaaS platform for nonprofit fundraising

Product Designer and UX Researcher with 13 years of experience helping cross-functional teams solve complex product problems through research, systems thinking, and high-fidelity prototyping. Passionate about helping teams build the right products through curiosity, collaboration, and a deep understanding of the people they serve.

Senior UX Designer & Researcher

2025–Present

- Lead UX and UI design for a complex B2B automotive SaaS platform, translating product requirements into production-ready workflows, wireframes, and high-fidelity designs
- Advocate for user-centered design by introducing UX best practices, improving interaction patterns, and encouraging earlier design collaboration throughout product development

Product Designer & UX Researcher

2018–2025

- Built a UX research practice from the ground up, establishing participant recruitment, research operations, and repeatable usability testing processes that informed product strategy
- Led end-to-end design of complex B2B SaaS initiatives from discovery research and workflow definition through interactive prototyping, usability testing, and developer collaboration
- Created high-fidelity interactive prototypes that aligned stakeholders, improved usability testing, and accelerated cross-functional decision-making before development
- Partnered closely with Product Management and Engineering to frame ambiguous problems, validate solutions with users, and balance user needs, business goals, and technical constraints

Product Designer

2016–2018

- Designed end-to-end product experiences for enterprise nonprofit customers, focusing on workflow design, usability, and consistency across a growing platform
- Conducted interface inventories and helped evolve a component-based design system that improved product consistency and accelerated future design work
- Partnered closely with Product Management and Engineering to translate complex requirements into intuitive user experiences

Interactive Designer

2012–2016

- Led design and front-end development for enterprise client websites, partnering directly with organizations to understand business goals and translate them into engaging digital experiences
- Managed client relationships throughout the design process, presenting work, gathering feedback, and iterating collaboratively to deliver successful outcomes
- Built a strong foundation in visual design, HTML/CSS, and client-centered problem solving that ultimately led to a transition into product design and UX research

Education

Miami University

2008–2012 • Oxford, OH

Bachelor of Fine Arts in Graphic Design, cum laude
Dean's list, Honors Program

Kent State University

2015–2016 • Kent, OH

Master of Science in User Experience Design

Skills

Design Tools: Figma, Axure, Adobe Creative Suite, Sketch

UX Research: Interviews, Usability Testing, Surveys, Affinity Mapping, Card Sorting, First-Click Testing, Condens, Great Question, Optimal Workshop

Product: Design Systems, Interactive Prototyping, User Flows, Pendo, Airtable