

Emily Drumm

Arvada, CO

epdrumm@gmail.com

www.emilydrumm.com

www.linkedin.com/in/emilydrumm

Experience

iPacket

B2B SaaS platform serving automotive dealerships

DonorDrive

(formerly Global Cloud, Ltd.)

Enterprise SaaS platform for nonprofit fundraising

Senior Product Designer with 13 years of design experience across B2B SaaS, UX research, interaction design, and high-fidelity prototyping. Skilled in solving ambiguous product problems and designing complex workflows in collaboration with Product and Engineering.

Senior UX Designer & Researcher

2025–Present

- Independently led the end-to-end redesign of the company's Chrome Extension, from workflow analysis and internal stakeholder interviews through wireframing and high-fidelity prototyping; surfaced previously hidden functionality without adding new features, driving strongly positive customer feedback post-launch
- Lead ongoing design and iteration for Value, a core automotive appraisal product, surfacing comparable vehicle and pricing insights to help dealers quickly identify where to focus and make more informed pricing decisions

Product Designer & UX Researcher

2018–2025

- Built a UX research practice from the ground up, including participant recruitment and repeatable usability testing processes
- Drove adoption of interactive, high-fidelity prototyping across the design team, leading the switch from Sketch to Axure; featured in an Axure customer testimonial and improved the quality of user feedback
- Led discovery research and design for high-impact features including an embeddable donation form (67% attach rate vs. a 33% goal, with a top account seeing 27.4% revenue growth in 90 days) and bulk registration import (cut implementation time by 4-6 weeks)

Product Designer

2016–2018

- Transitioned from agency-style client work into product design as the company shifted focus from web design services to a B2B SaaS fundraising platform, helping shape the design of a growing product from the ground up
- Conducted a full interface inventory and helped establish the company's first component-based design system, improving consistency and speeding up future design work as the product scaled
- Partnered closely with Product Management and Engineering to translate complex client and business requirements into usable product workflows

Interactive Designer

2012–2016

- Designed and built websites for enterprise clients, working directly with stakeholders to understand business goals and translate them into effective digital experiences
- Managed client relationships from requirements gathering through design presentation and iteration, including visual design and HTML/CSS

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

UX Research: Usability Testing, Interviews, Surveys, Card Sorting, Affinity Mapping, First-Click Testing

Research & Product Tools: Condens, Great Question, Optimal Workshop, Pendo, Airtable