

# 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 across UX research, interaction design, and high-fidelity prototyping. Skilled in usability testing, workflow design, and cross-functional collaboration with Product and Engineering to solve ambiguous product problems. Built a UX research practice from the ground up.

### 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 wireframe and high-fidelity prototyping; surfaced previously hidden functionality without adding new features, driving strongly positive customer feedback post-launch

### 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, including leading the switch from Sketch to Axure; the change was recognized with a customer testimonial from Axure and measurably improved the quality of feedback gathered from users
- 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, meeting directly with stakeholders at large organizations to understand business goals firsthand and translate them into effective digital experiences
- Managed client relationships end to end, from initial requirements gathering through presenting design work and iterating based on feedback
- Built a foundation in visual design, front-end development (HTML/CSS), and direct client collaboration that sparked 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

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

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