Education

Master of Business and Science (MBS), User Experience Design

Rutgers University | 2014 - 2015

Bachelor of Arts (BA), Psychology & Music – *Summa Cum Laude*

Rutgers-Newark | 2008 - 2012

Certifications

Professional Certificate, Game Audio Design and Production

Berklee College of Music | 2023

UX Design Principles for AR & VR

NYU Tandon | 2020

Advanced Motion Methods

School of Motion | 2019

Skills

Design & UX

User research, interaction design, prototyping, design systems, Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects)

Audio

Game audio composition, adaptive music systems, sound design, Wwise, FMOD, Pro Tools, Reaper, Studio One

Technical

HTML, CSS, JavaScript, C#, Unity, Unreal Engine, iOS frameworks, basic scripting

AI & Automation

Claude, Cursor, ChatGPT, Perplexity, prompt engineering for design workflows

Chika Obiora

Staff Product Designer

NJ, USA | (732) - 666 - 1352 | cobiora90@gmail.com | www.chika-obiora.design

I approach design through the lens of systems, context, and anti-commoditization—using what makes a product unique to create differentiated experiences. My background in music production, game audio, and psychology informs how I think about feedback systems, interactivity, and the intentional details that elevate functional experiences into memorable ones.

Experience

Etsy

Sep 2021 – Present

Staff Product Designer

- Core member of Future Vision Lab, driving shift from incremental iteration to bold product bets. Co-led Gift Mode from concept to launch (1M+ visits, $9M GMS, Super Bowl ad, NYSE feature).
- Driving ongoing iOS Listing Screen improvements as part of Growth team (and now, Buyer Experience team) to improve purchase confidence through refined hierarchy and trust signals while balancing short and long-term tactics. Design work highlighted company-wide as exemplary of human-centered brand differentiation.
- Rotated across high-priority initiatives (Loyalty beta, ML enablement, search strategy, discovery surfaces, international payments) to establish clarity and accelerate teams in ambiguous contexts.

Verizon

Lead Experience Designer

May 2018 – Aug 2021

- Co-led redesign of Unified Account Dashboard for 150M Verizon customers, reducing content clutter and creating predictable self-service experience across web and app.
- Navigated high-visibility, executive-sponsored project, establishing sustainable content strategy with marketing and operations teams.
- Designed Fios ordering flows and post-purchase tracking experiences to simplify account management for new and existing customers.

Rutgers University

Sep 2019 – Jan 2020
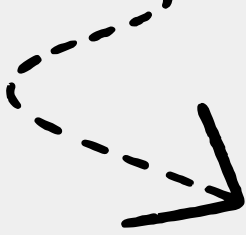
Adjunct Professor, Human-Computer Interaction

- Designed and taught undergraduate HCI course, creating curriculum focused on real-world UX practice and team-based projects.

Local Wisdom

Oct 2015 – Apr 2018

UX Designer

- Designed digital experiences for healthcare and pharmaceutical clients including Johnson & Johnson, leading research, workshops, and client presentations.

Early Career

Aug 2012 – May 2014

Sensory Panel Leader, Chromocell Corporation

Jan 2011 – May 2012

Undergraduate Research Assistant, Rutgers University Social & Affective
Neuroscience Lab

Apr 2007 – Jun 2010

Sound Engineer / Event Coordinator, MRP Entertainment

Additional selected projects

Game Audio Composition & Sound Design

Shipped audio for indie games on Steam, iOS, and game jam projects.
Implementation skills in Wwise, FMOD, and Unreal Engine. Additional credit:
animated short Nice to Meet Me (featuring Jack Quaid).

VR Experience Design & Prototyping (2018)

 Designed and built interactive VR prototype in Unity for client pitch at Local
Wisdom, including scene design, scripting, and interactive implementation.