Emma Roberts

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About me

I'm a Product Designer with 5+ years' experience designing B2B and consumer SaaS products. Skilled in end-to-end product design from discovery and research through to delivery and iteration. Experienced working in fast-moving startups and scaled product teams, with a strong focus on data-informed design, collaboration, and building scalable systems.

Experience

Gleanin - Product Designer (April 2022 - present)

- Own end-to-end product design across discovery, strategy, execution, and iteration for a B2B SaaS platform
- Shape product strategy and roadmap in partnership with product, engineering, and leadership
- Led design exploration of a new AI-driven product, validating concepts through customer validation calls, rapid prototyping and user testing
- Planned and run user research and usability testing to inform wireframes, prototypes, and final designs
- Analyse feature adoption, retention, and support dependency using Mixpanel & customer support tickets to inform design decisions
- Facilitate design workshops, ideation sessions, and regular QA reviews
- Defined design workflow alongside integrated workflow with engineers and QA support

Whatis - Product Designer (November 2021 - April 2022)

- Key design lead within an early-stage startup, partnering directly with founders to define product vision and priorities
- Led full-cycle product design across research, wireframing, copywriting, UI, and iteration
- Ran design sprints to explore ideas, validate concepts, and accelerate decision-making
- Designed and shipped experiences across Web, Chrome Extension, and Slack
- Built and maintained a scalable Figma design system
- Built and managed the marketing website in Webflow and designed launch assets for marketplaces
- Contributed to content and brand strategy by participating in monthly writing sessions, helping shape the product narrative and design voice

Triller - UI Designer (June 2021 - November 2021)

- Designed user-facing experiences across iOS, Android, and Web for a large-scale consumer platform
- Collaborated closely with PMs, engineers, researchers, and data science to align user needs with business goals
- Created wireframes, user flows, and interactive prototypes to support feature development
- Contributed to and maintained the company design system
- Participated in design reviews and cross-team critiques to improve quality at scale

Arkk - Junior UI Designer (February 2020 - June 2021)

- Led UI design for a flagship B2B SaaS tax platform within a startup environment
- Worked closely with PMs, engineers, and stakeholders to deliver intuitive, data-driven interfaces
- Supported user research and usability testing and applied insights to improve usability
- Contributed to a scalable design system and iterative feature delivery in agile teams

Skills

Product design

End-to-end UX/UI, discovery & research, usability testing, prototyping, design systems, data-informed design

Tools:

Figma, FigJam, Figma Make, Webflow, Mixpanel, Adobe CC (Photoshop, Illustrator)

Education

Ravensbourne University (2016-2019)

Web Media Production, BA (Hons)
Achieved: First Class (1st)