Emily Rowley

Principal UX Designer | Cloud & Enterprise Platforms | SaaS & IaaS | Observability

www.emilyrowleydesign.com | emilyrowleydesign@gmail.com | linkedin.com/in/emilyrowley

Summary

Principal UX Designer with 8+ years in enterprise SaaS & IaaS. I translate complex systems into simple, accessible workflows and ship end to end across discovery, strategy, and interaction design in Agile teams. Known for improving usability and adoption and aligning PM and engineering through data-driven, iterative design.

Experience

New Relic, Inc
Senior Lead UX Designer | Remote *(Dec 2022 - Nov 2024)*

- Led UX for Errors Inbox, Synthetics, and Self-Service Cardinality across cross-functional squads; increased feature adoption 23% by simplifying triage flows and clarifying empty and error states.
- Produced high-fidelity specs and prototypes in Figma with 3 product managers, 13 engineers, and 4+ content designers, which accelerated delivery in agile sprints and reduced rework.
- Strengthened the design system with reusable components and documentation to improve consistency and speed across teams.
- Partnered with engineering to integrate Grok AI into Errors Inbox, reducing resolution time ~15% by helping developers parse and act on stack traces more efficiently

Oracle Cloud Infrastructure
Principal UX Designer | Seattle, WA *(Feb 2021 - Nov 2022)*

- Owned UX for OCI Compute, shaping end-to-end flows for provisioning, monitoring, and error recovery, while coordinating 15+ engineers, 2 content designers, and 7+ product managers to ship faster with fewer defects.
- Reduced support tickets 18% by redesigning recovery paths and clarifying validation, states, and help content.
- Standardized agile UX workflows and rituals to align PM, Eng, and Content on outcomes and quality.

Senior UX Designer | Seattle, WA *(July 2017 - Feb 2021)*

- Supported design work across key OCI platforms—including networking, object storage, and Kubernetes, ensuring UI consistency and interaction model alignment across distributed services
- Led the creation of OCI's first internal component system, enabling scalable UX alignment across cloud infrastructure services and reducing long-term design debt.
- Partnered with DesignOps and engineering to document patterns and de-risk delivery at scale.

Tools

Figma • FigJam • Sketch • InVision • Canva • Adobe XD • Framer • Axure • Jira • Confluence • Adobe Creative Suite • Google Workspace • Microsoft 365 • ChatGPT • Lovable

Skills

UX Strategy • Interaction Design • Information Architecture • Design Systems • Usability Testing • Agile Methodologies • Product Discovery • Wireframing & Prototyping • Accessibility (WCAG) • UX Research • Heuristic Evaluation • UX Writing • DesignOps • AI Prompt Engineering

Education

General Assembly - User Experience Design Immersive *(2016-2017)*

Art Institute of Seattle - BFA, Media Arts and Animation *(2006-2009)*