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## Salena Nop (she/her)

0-1 Product Designer. Thrives in ambiguity and complex systems.
Passion for storytelling with proven methodology.

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**Present**
**Apr 2024**

### Senior Experience Design Lead
McDonald's, Chicago IL

Led 18-month identity system strategy to convert 50M+ anonymous in-restaurant customers into engaged loyalty members, designing contextual identification experiences across 5 ordering channels (drive-thru, kiosk, front counter, mobile, delivery) that projected 35-50% increase in identification rates

Created customer segmentation framework and developed targeted intervention strategies and progressive engagement models that transform one-time transactions into habit-forming behaviors with projected 60% improvement in 90-day retention

Architected mobile wallet solution and drove strategic pivot from iOS Live Activities when technical constraints emerged, addressing dual barriers of functional friction and value perception by inverting traditional app-first model to meet customers in existing behaviors; inclusive of post-purchase activation flows projected to drive 25% increase in registration conversion

Designed consent experience framework with ethical data transparency principles, delivering consent experiences across multiple markets that attracted 59% of eligible users to drive projected $100M return on ad spend while building customer trust through contextual, moment-appropriate UX

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**Apr 2024**
**Mar 2021**

### Lead Product Designer *(August 2023)*
### ↑ UX Designer II
Zebra Technologies, Boston MA / Chicago IL

Leveraged behavioral insights to inform machine learning models to drive platform modernization and AI-extensibility for Zebra Workcloud Sync

Led consolidation effort for task management, scheduling, chat, and collaboration tools, driving consistency between mobile, tablet, web, and wearable solutions for 5.6M+ monthly users

Led cross-functional workshop to assess 150+ product portfolio and embed AI-driven rewards and incentive opportunities in task and performance tools to boost employee engagement and wellbeing

Led strategic partnerships between third-party integrations with Microsoft Teams and Axonify to develop new product offering focused on manager-support and generative AI training development platforms

Supported migration for over 60 customers, including large retailers such as CVS, Walgreens, Office Depot, and others, following major redesign of task management by aligning feedback process GTM and product teams

Mentored 4 cycles of student groups at Tufts University and Purdue University during semester-long capstone projects, providing guidance on the design thinking process throughout discovery, research, ideation and design phases

Implemented Zeta design system with accessibility, pattern governance, and agile delivery top of mind for iOS, Android, and Web teams across organization

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**Mar 2021**
**Feb 2019**

### Product Designer, Analytics
Pixability Inc., Boston MA

Led 6 month production of competitive insights tool through idea generation, prototyping, user testing, and development among a team of 5, generating $85K in revenue and onboarding of 20 clients and 2 partnerships on launch

Remodeled business practices to focus on user testing and user validation by prioritizing client relationships and measurable success metrics, increasing user retention by 30% and for following product launch successes acquiring over $4M in revenue in initial launch

Collaborated with Data Science and Analytics teams to stress-test new capabilities for next-gen AI model for PixabilityONE creating concept work to demo with customers to collect feedback and attract market-fit

Designed custom insights dashboards in Tableau as proof of concepts to be productized in Pixability's software suite reducing reporting workflow by 15%

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## EDUCATION

**d.MBA, Nov 2024**
Business program for designers

**Memorisely, Dec 2022**
Design Systems

**University of Massachusetts Amherst**
B.S. in Computational Mathematics
Minor in Education

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## SKILLS

### Design Thinking

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|---|---|
| Design Systems | Data Analysis |
| User research | Wireframing |
| Persona building | Prototyping |
| Storyboarding | User Testing |
| IA / Flow Analysis | |

### Visual

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|---|---|
| Data Visualization | Motion Graphics |
| Infographics | Branding & Identity |
| Illustration | Color & Layout |

### Technical

| | |
|---|---|
| HTML, CSS | Python |
| Javascript | SQL |
| JAVA | LookML |

### Software & Tools

| | |
|---|---|
| Figma / Sketch | UserZoom |
| InVision | Tableau |
| AfterEffects | JIRA |
| Illustrator | Google Ads |