

GINA LIPPITT

PRODUCT DESIGNER

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Austin, TX

SUMMARY

Innovative Product Designer with 3+ years of experience, proficient at transforming complex problems into user-focused designs.

Skilled in wireframing, prototyping, and collaborating with cross-functional teams to drive projects from concept to execution.

A creative problem-solver with a passion for combining aesthetics and functionality to create compelling interfaces.

SKILLS / TOOLS

Wireframing	Figma / Sketch
Prototyping	InVision
Information Architecture	Adobe CC Suite
Visual Design	Jira / Confluence
Design Systems	HTML / CSS
User Research	Design Thinking
Usability Testing	Product Strategy

VOLUNTEER

UXPA Austin Board Member

Treasurer, June 2022 - Present

Oversees reporting and fundraising, advises board on strategy, and collaborates with Events Board on membership initiatives.

EDUCATION

- User Experience Design Immersive**
General Assembly, 2019
- Bachelor of Business Administration, Accounting**
University of North Texas, 2013

EXPERIENCE

- Experience Designer**
Razorfish • June 2021 - Present

Gathered product requirements and created annotated documentation for new and existing modules within our internal design system.

Facilitated ideation workshops, refined interaction strategies, and communicated solutions to clients and developers to improve product outcomes.

Contributed to migrating product documentation from Sketch to Figma and implemented a new, complex design system.
- Senior Consultant**
AirCFO • June 2020 - April 2021

Consulted with the leaders of high-growth startups by identifying technology improvements, performing financial analysis, and presenting recommendations for accounting practices.

Created innovative solutions that increased accounting efficiency for 10+ startups.
- UX Design & Research Intern**
TenantCloud • January 2020 - May 2020

Increased task completion rate by 60% with the redesign of the TenantCloud payments and verification experience through usability testing and research.

Participated in product development workstreams through agile methodologies, design sprints, and cross-functional collaboration.

Created deliverables such as sitemaps, user flows, journey maps, and low to high-fidelity wireframes.
- UX Designer (Contract)**
KikuPal • August 2019 - October 2019

Conducted a competitive analysis and heuristic evaluation to identify usability issues and improve site conversion.

Led the user research, usability testing, and redesign efforts for mobile and web devices.