

# Johanna Dempsey\*

Senior Product Designer | Brooklyn, NY

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## Education

### UX/UI Design

The Flatiron School

### Communication & Media

University of Groningen, NL

### BA Intercultural Communication

SUNY at Geneseo

## Expertise

- UX/UI Design
- Product Design
- Web & Responsive Design
- Native IOS & Android Design
- Design Systems
- Accessibility (WCAG)
- Design Strategy
- Rapid Prototyping
- Wireframing
- A/B Testing
- User Research & Usability Tests
- Competitive & Market Analysis
- Data synthesis
- Project Management
- Agile/Scrum

## Tools

### Design

Figma, Sketch, Adobe XD, InVision, Axure, and Adobe Creative Suite

### Research

Hotjar, User Testing, Userbrain, Amplitude, and Heap Analytics

### Management

Confluence, Jira, Slack, Notion, Google Suite, Asana, and Miro

## Experience

### Senior Product Designer\*

*Aug 2022 - Present*

Clover | New York, NY

- Facilitated monthly design workshops that established standardized file structures and design practices, improving cross-functional collaboration and team efficiency.
- Owned end-to-end design for critical merchant payment workflows across POS and web, driving adoption of pre-authorization and gift card features, improving transaction reliability, and supporting measurable sales outcomes.
- Defined and implemented a scalable framework for third-party integrations, reducing partner onboarding time from ~21 days to 15 minutes.
- Owned the design strategy for a Kitchen Display System (KDS), designing the integrated hardware and software experience to streamline kitchen workflows in high-volume restaurant environments.

### Product Designer\*

*Apr 2022 - Jun 2022*

Steady | New York, NY

- Designed and validated complex financial product experiences through research and cross-functional collaboration, launching features such as Earning Potential and Steady Cash.

### UX Designer\*

*May 2021 - Apr 2022*

Citigroup | New York, NY

- Redesigned a consumer savings product, increasing enrollment 63% within three months through improved onboarding and clearer value communication.

### User Experience Designer\*

*Oct 2020 - May 2021*

Snap eHealth | New York, NY

- Shaped the end-to-end experience for a HIPAA-compliant platform with clinic- and patient-facing applications, ensuring regulatory compliance and improving usability for physician reimbursement workflows.
- Owned and led mixed-methods research to define barriers in patient data sharing, translating insights into a solution that enabled seamless sharing with primary care providers.