

Johanna Dempsey

Product Designer | New York, NY

Email: jdempsey275@gmail.com

Portfolio: www.johannadempsey.site

Social: [Linkedin.com/in/jdempsey275](https://www.linkedin.com/in/jdempsey275)

Education

UX/UI DESIGN

The Flatiron School – Brooklyn, NY

COMMUNICATION & MEDIA

University of Groningen – Groningen, NL

BA INTERCULTURAL COMMUNICATION

SUNY at Geneseo – Geneseo, NY

Expertise

- UX Design
- UI Design
- Product Design
- Web & Responsive Design
- Native iOS & Android Design
- A/B Testing
- Usability Testing
- Competitive & Market Analysis
- Data Synthesis
- Systems Design
- Information Architecture
- Design Strategy
- Rapid Prototyping
- Wireframing
- Storytelling
- Project management

Tools

DESIGN

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

RESEARCH

Hotjar, UserTesting, Userbrain, Amplitude, and Heap analytics.

COLLABORATION

Confluence, Jira, Keynote, Google Suite, MS project, Asana, and Miro.

Experience

PRODUCT DESIGNER

Clover – New York, NY

08/2022 – Present

- Led the design for Clover KDS, driving product enhancements that contributed to \$1.7M in sales and an 83% increase in activation rate.
- Delivered a third-party integration process, reducing execution time from ~27 days to ~2 minutes, allowing for increased efficiency and scalability.
- Collaborated cross-functionally to align platform-specific components with a cohesive design system, creating consistency across Android, iOS, web, and device platforms.

PRODUCT DESIGNER

Steady – New York, NY

04/2022 – 06/2022

- Designed across the entire product lifecycle—from early discovery and information architecture to high-fidelity UI and handoff.
- Validated design decisions through mixed-method user research to create new features including Earning Potential and Steady Cash.

UX DESIGNER

Citibank – New York, NY

05/2021 – 04/2022

- Led the redesign of a savings product, resulting in a 63% increase in enrollment success within three months.
- Partnered closely with PMs, researchers, and content designers to deliver design solutions for consumer-focused Citi products, including Ways to Save, Auto Invest, and the Investor Learning Center.
- Designed across the entire product lifecycle—from early discovery and information architecture to high-fidelity UI and handoff.

UX DESIGNER

Snap eHealth – New York, NY

10/2020 – 05/2021

- Led the design for a HIPAA-compliant product with clinic and patient-facing web applications and enhanced the physician workflow.
- Led user-centric design efforts through competitive analysis, persona development, and healthcare journey mapping to drive product strategy.

UX CONSULTANT

Small businesses and start-ups – New York, NY

12/2019 – 08/2020

- Shaped MVPs using scalable design systems and clear requirements.
- Led the user research process to uncover user pain-points in order to define product roadmaps.