

LYNSEY CADY

UX & Product Designer

Contact

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Skills

User Experience Design
Interaction Design
Prototyping
User Research
Wireframing
Information Architecture
Usability Testing
Stakeholder Collaboration
Documentation
User Flows
Team Leadership
Agile Workflows

Tools

Figma
Jira
Confluence
Adobe Creative Suite

Education

General Assembly
User Experience Design Immersive
Nov. 2020 - Feb. 2021

California State University of Sacramento
Bachelor of Arts (B.A.) in Sociology
Graduated Dec. 2005

Work

Razorfish

Role: Experience Designer
Current Client: TD Bank

- Lead a POD of two designers to enhance key mobile app features, including seamless online banking enrollment, improved wire transfers for small businesses, and a redesigned one-time passcode flow.
- Bridge user needs with technical requirements by creating user flows, leveraging design system standards, and integrating insights from usability testing to enhance designs.
- Support agile development by collaborating with leadership, product managers, and engineers—reviewing designs, answering any questions, and enhancing documentation.
- Drive innovation through mentorship, sprint planning, and continuous improvement of design processes.

Client: Pfizer

- Conducted a comprehensive audit of 15 brand sites and competitive analyses, uncovering inefficiencies and driving strategic improvements.
- Designed a scalable and adaptable design system using Adobe Franklin, supporting diverse brand requirements and future growth.
- Created prototypes, wireframes, and style guides to establish consistent branding and usability, validated through user testing.
- Delivered proof-of-concept systems to validate and showcase design system flexibility and functionality.
- Collaborated with agile teams, developers, and stakeholders to ensure seamless implementation, robust documentation, and long-term scalability.

Client: Wegmans

- Overhauled the site's Meal and Recipes experience, including the landing page, recipe pages, saving recipes, and adding recipe ingredients to the user's cart.
- Created an innovative AI tool that offers customers quick and effortless meal recommendations using a Chat GPT and Cooklist API.
- Researched AI tools intensively and underwent six training sessions on AI integration.
- Implemented a payment methods hub, enabling customers to securely save credit/debit cards, gift cards, and SNAP EBT cards to their accounts.
- Conducted frequent stakeholder meetings to gather requirements, address pain points, and collaborate on effective solutions.
- Produced comprehensive documentation in Figma for all new and upgraded features, supporting clients, developers, and QA teams in understanding and implementing enhancements.

Client: Citibank

- Improved the acquisition and servicing products for Citibank's retail credit card while also maintaining the extensive detailed documentation for consumer, business and co-branded card products in Figma.
- Actively engaged in stakeholder meetings, reviewing product enhancements, maintaining scope, and diligently tracking product functionality to ensure a holistic experience for the user.
- Redesigned commercial application, integrating consumer experience with regulatory complexities.
- Consistently executed vast internal processes to deliver projects to our client multiple times a month resulting in a shorter turnaround.
- Migrated and audited product documentation from Sketch to Figma.

Previous Life

Volume Salon

Business Owner & Hairstylist

2007 - 2020

- Excelled at listening to clients' needs, wants and pain points in order to deliver a personalized end product best suited for their lifestyle resulting in a high client retention rate.
- Mentored apprentices in sales, client relationships, and technical skills leading to develop detailed education programs for two different businesses.
- Consistently pursued education annually by participating in classes about business development, networking, and mentoring.