

Emily Klasing

UX/UI and Product Designer 🧑‍💻

Folio emilyklasing.com
Mobile (314) 933-4133
Email emilyklasing@gmail.com
LinkedIn linkedin.com/in/emilyklasing

Specialties

eCommerce 🛍️	Responsive Design
UX/UI Design	Product Design 📱
Wireframing	User Research & Testing
Prototyping	Design Leadership
Design Systems	Art Direction

Software and Workflow

Figma ❤️	Agile Methodology
Adobe Creative Suite	Atlassian Products
Adobe XD	Shopify
Sketch	Miro

Clients

Anheuser-Busch	Osprey Packs
Boodles	Purina
Bulldog Skincare	Tom Dixon
DDB Worldwide	The Conran Shop
DFS	WPP
New Balance	Unilever

I'm a detail-obsessed, **conversion-led** UX/UI Designer who elevates brands aesthetically and functionally through their products and online retail spaces. My 15+ years of experience in visual design supports my success in bridging the gap between users, developers, key stakeholders and internal team members. 🚀

You'll find me primarily working in Figma, leading redesign efforts for well-established brands. **I build scalable Design Systems**, create prototypes to test design principles, conduct user research, and utilize Figma's features to set up UI files that are dev-ready. ✅

Experience

Product Designer and UX/UI Designer, Contract

Seatfrog, March 2022 - March 2023

Train travel startup Seatfrog hired me to **lead their company rebrand**, which involved managing our agency partner and then translating new Brand Guidelines into a complex Design System in Figma. I then **supervised the Product Design team**, created new UX flows based on product research, and **designed prototypes and UI flows** in an Agile environment to meet the needs of client and user. This role also involved supporting the sales team with quickly-produced prototypes, strategizing email marketing UX/UI, creating design task roadmaps, redesigning their marketing website, and designing an animated digital brand workbook.

UX/UI Designer, Contract

Design by Structure, Oct 2021 - 2022

Led the design of several SaaS responsive websites from client-provided Brand Guidelines, which included the ground-up creation of atomic Design Systems and all interactive elements.

Senior UX/UI Designer, Contract

Diligent Commerce (now Unified), June 2021 - Sept 2021

Provided lo-fi wireframes, prototypes, and high-fidelity UI responsive web designs for high-profile eCommerce brands such as LSA, Finnies Jewellers, and McColl's. Conducted user research and tested A/B variants for a variety of UI designs in the early stages of design.

UI Design Lead, Contract

Wunderman Thompson Commerce, July 2020 - April 2021

Whilst at powerhouse eCommerce agency WTC, **I lead, grew, and mentored** our UI team and also provided hands-on UI design in a fully remote environment. I worked closely with senior-level management and the dev team to ensure delivered design work was of outstanding visual and functional quality.

Emily Klasing

UX/UI and Product Designer 🏠

Folio emilyklasing.com
Mobile (314) 933-4133
Email emilyklasing@gmail.com
LinkedIn linkedin.com/in/emilyklasing

Specialties

eCommerce 📺	Responsive Design
UX/UI Design	Product Design 📱
Wireframing	User Research & Testing
Prototyping	Design Leadership
Design Systems	Art Direction

Software and Workflow

Figma ❤️	Agile Methodology
Adobe Creative Suite	Atlassian Products
Adobe XD	Shopify
Sketch	Miro

Clients

Anheuser-Busch	Osprey Packs
Boodles	Purina
Bulldog Skincare	Tom Dixon
DDB Worldwide	The Conran Shop
DFS	WPP
New Balance	Unilever

Experience, continued

Design Director / UI Designer, Freelance

LogicSpot (now [Unified](#)), 2015 - 2021

As a long-standing freelance designer with expert eCommerce agency LogicSpot, I provided **creative direction, UX/UI design, brand guidance, and art direction** for B2C clients such as Boodles, Tom Dixon, Osprey Packs, and The Conran Shop. I typically led full-scale redesign projects and worked to pitch concepts and win design work for the agency. Scoping exercises, stakeholder interviews, user research and testing and information architecture were implemented and considered carefully before design began. No detail was overlooked: UX/UI designs were produced for each functional piece of eCommerce experience. Additionally, I art-directed photo and video shoots for our clients as well.

Design Lead, Contract

[Gravytrain](#), August 2018 - December 2018

During my contract with dev and SEO agency Gravytrain, I oversaw the redesign effort for the responsive eCommerce website of their client Bulldog Skincare.

Lead Web Designer, Contract

[New Balance](#), 2013 - 2015

Created a **wide range of digital content** for the New Balance brand, including responsive landing pages, UX/UI upgrades based on user testing, emails, display ads, and social media content. I also assisted in editing both product and lifestyle photography.

Senior Designer, Perm and Contract

[Manifest](#), 2009 - 2012

Designed a variety of **digital marketing and print materials** such as social media campaigns, B2B and B2C websites, eBooks, and trade show materials for Post Foods, Sigma-Aldrich, Panera Bread Company, Scottrade, O'Charleys, Lane Furniture, and Save-A-Lot. Helped concept creative strategy for large-scale pitches and campaigns.

Senior Digital Designer

Pixel IQ, 2007 - 2009

Developed web designs and templates for small- to medium-sized businesses within a web start-up company.