

DALENA LE

UX & Product Designer

DESIGN EXPERIENCE

UX Designer & Product Marketing Specialist / Seller Labs

DEC 2024 - SEP 2025

- Redesigned the sign-up flow, leveraging **Google Analytics data** to identify user drop-off points, which **doubled successful sign-ups** and software connections.
- Spearheaded the redesign of the dashboard, company website, and landing pages to ensure the visual and functional integrity of the platform.
- Designed automated email flows that enhanced user onboarding and retention.
- Led the company's social media rebranding initiative, developing a content strategy that resulted in a **110-360% increase in views within two weeks**.
- Utilized collaboration tools, including **Jira** and **FigJam**, to efficiently manage project requirements and communication across cross-functional teams.
- Conducted **A/B testing** and **SEO optimization** strategies to improve product features and increase conversion rates.

UX Designer / VEYM

MAY 2022 - DEC 2024

- Design end-to-end user experiences, covering registration, logged-in, and logged-out product interactions, generating **1000+ registrations** for multiple products.
- Updated national membership platform, improving accessibility and increasing traffic to **2,000+ users**.
- Overhauled VEYM's main website information experience, boosting user engagement by **150%**.
- Established **user research** and **usability testing practices** to evaluate and refine product features.
- Administer solutions through both design and implementation with a cross-functional team of **25+**, including other designers, engineers, project managers, developers, and executives.

UX/UI Consultant / CrewFare

MAR 2022 - APR 2022

- Streamlined the reservation management process and developed a split payment feature in collaboration with a cross-functional team of designers, engineers, and business partners.
- Analyzed **37** usability tests and **16** interviews to re-prioritize features and redefine product direction.
- Worked in a fast-paced Agile environment to create journey maps, road maps, user flows, interactive designs, design systems, wireframes, prototypes, and visual mockups.
- Presented content strategy recommendations based on **quantitative** and **qualitative** data to stakeholder executives.

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SKILLS

User Research

Contextual Interviews
Competitive Analysis
Heuristic Evaluation
User Interviews/Testing
Information Architecture

User Interface Design

Wireframing
Rapid Prototyping
Augmented Reality Design
Data Visualization
Visual Design
Web Design

DESIGN TOOLS

Figma
Sketch
Procreate
Adobe Creative Cloud
WordPress

CODE

HTML
CSS

EDUCATION

ELVTR

Intro to AI Product Design
2024

General Assembly

UX Design Immersive
2022

Michigan State University

B.S. Human Biology
2018