

# EMILY FOLEY

## Lead Product Designer

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Product designer specializing in user testing to uncover real behavioral insights, leveraging AI to accelerate workflows, and bringing clarity to ambiguous problem spaces. Strong partner to product, aligning stakeholders and securing buy-in to move ideas into shipped outcomes.

## PROFESSIONAL EXPERIENCE

### Total Wine & More | Lead UX/UI Designer

Dec 2023 - Present

- Scaled user testing as a core design practice, conducting 162 usability tests with 1,200+ customers in 2025 **increasing research output by +141%** and driving research-informed design decisions
- Pioneered the integration of AI tools (**Claude, ChatGPT, Gemini, Figma AI**) into design workflows for research synthesis, usability audits, ideation, and documentation, significantly accelerating team output and decision-making speed
- Led the redesign of the app account menu by restructuring the information architecture, **reducing time-on-task by 30%** and decreasing screens per task from 4 to 3
- Redesigned the “Buy Again” experience, streamlining repeat purchases, resulting in a **13% increase in conversion**
- Translated in-store “Associate Favorite” signage into a digital experience across product pages, introducing localized, expert-driven recommendations to improve product discovery and customer confidence
- Contributed to a Figma-based **design system**, building and maintaining reusable components to improve consistency and scalability
- Designed a customizable bottle engraving experience which **exceeded internal sales projections by over 15%**
- Owned design operations and project management through a **Confluence documentation system tracking 20+ projects**, improving visibility, alignment, and execution across design, product, and engineering

### Wholesale Hats | UX/UI Designer

May 2023 - Oct 2023

- Streamlined checkout process by simplifying form fields, minimizing steps, and providing clear instructions, improving checkout completion rates
- Revamped the homepage to showcase best selling products and new apparel in order to improve product visibility and guide users toward high-conversion areas, driving an increase in revenue

### Limbitless Solutions | UX/UI Designer

Jan 2023 - Apr 2023

- Redesigned the donate page to encourage contributions by highlighting calls to action and leveraging **storytelling** to underscore the company’s mission and impact
- Researched and applied **data visualization** best practices to create a dynamic dashboard compatible with Chart.js that highlighted key insights and trends in student intern data, resulting in improved understanding and utilization of the data for administrative purposes

## EDUCATION

### University of Central Florida

Aug 2020 - May 2023

- B.A. Digital Media, Web Design and Development | Minor in Digital Humanities | 4.0 GPA

## SKILLS

UX/UI Design, Design Systems, Information Architecture, User Research, Usability Testing, Wireframing, Prototyping, Accessibility, Accessibility (WCAG 2.2), CSS / HTML, Figma, Adobe Suite, Claude, AI Workflows