Leah Callahan

Product Designer

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EXPERIENCE

Product Designer | VMware *May 2020 – Present*

- Improve the overall experience of VMware products through research and design
- Team up with the Staff Product Designer to help define the product goals, roadmap, and strategy, all to solve user and product problems
- Work alongside Product Managers, Engineers, Customer Success to iterate on features within VMware product's
- Communicate design thinking and ideas through wireframes, prototypes, user flows, mockups, and high-fidelity visual designs
- Implement a design system and bring consistency and clarity to VMware's products

Product Designer | ZURB *June 2018 – March 2020*

- Generate creative solutions for digital products and experiences for clients
- Understand the client's problems, perform web audits, and communicate business strategies
- Utilize design thinking & UI/UX design to solve challenging product problems
- Conceptualize user interface solutions through ideation, user journeys, and prototypes
- Create inspiring implementation solutions and document design patterns and systems
- Conduct user research to initiate and support design decisions
- Create hunches, run user surveys and usability tests, synthesize data, and form insights
- Explore creative direction through mood boards and visual design iterations
- Support front-end development by producing coded components and coded styles guides
- Collaborate with engineers, user researchers, and design team leads
- Present and communicate new concepts and design iterations to clients 2–3 times/week

Product Design Intern | ZURB *May 2017 – August 2017*

- Redesigned the experience of Enroll, a web app
- Explored and documented business strategies
- Discovered UX solutions through ideation, user journeys, user research, lo-fidelity and hi-fidelity wireframes, and clickable prototypes
- Landed on a creative direction through mood boards and iterations of visual designs
- Produced coded prototypes and delivered front-end code

Web Design Master | Digital Corps *January 2016 – May 2018*

- Led a team of 20 design students, gave feedback, and taught Adobe programs
- Created new solutions for apps, websites, and digital experiences for University clients
- Iterated through business strategies, wireframes, visual designs, and creative direction
- Collaborated on teams with engineers, videographers, and UX researchers

Design Team Lead | Studio 165+ *August 2017 – May 2018*

- Competitively chosen from the Graphic Design department at Ball State University
- Created identity systems and design visuals (both print and web)
- Communicated and presented ideas and solutions to clients
- Oversaw team roles, delegated work, and gave feedback
- Led a team of 6 student designers and conducted group meetings

EDUCATION

BFA in Graphic Design | Ball State University

PROFESSIONAL DEVELOPMENT

Front-End Web Developer Google Course

Udemy Complete JavaScript Course 2020

Designlab UX: Interaction Design Course

2019 AIGA National Design Conference

2017 AIGA National Design Conference

2016 AIGA National Design Conference

Grow with Google Conference

Women Working in Technology Conference

Website Thru the Nite

South Bay UX Meetup

SKILLS

Sketch App, InVision, Figma, Framer, Principle, Zeplin, Marvel, Miro, Adobe XD, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, HTML5, CSS, Sass, jQuery, JavaScript, ZURB Foundation, React Native, Git, Usability Testing, User Research

AWARDS

W^3 Awards Gold | Mobile App

W^3 Awards Silver | Mobile App

GDUSA Graphic Design Award | Motion

GDUSA Graphic Design Award | Identity

GDUSA Graphic Design Award | Identity

LogoLounge Book 11

AAF Student Gold Addy Award

AAF Student Silver Addy Award

AAF Student Best in Show Addy Award

Flux Design Award | App Design

Flux Design Award | Web Design

Flux Design Award | Publication Design

AIGA Excellence in Branding Award