

GIGI GUITING ROSENFELD

SR. PRODUCT DESIGNER

Los Angeles | www.gigiguiting.com | gguiting@gmail.com | (310) 897-6676



I'm a user experience designer passionate about utilizing user-centered insights to develop thoughtful, elegant solutions. My expertise include designing for OTT and mobile devices, iconography, and rapid prototyping.

UX SKILLS: Heuristic Evaluation, User Research & Testing, Competitive & Comparative (C&C) Analysis, Contextual Inquiry, User Scenarios, Personas, Journey Mapping, Card Sorting, Information Architecture, Wireframes

UI SKILLS: User-centered Design for OTT, Web, Mobile, and Tablet devices, Illustration & Sketching, Icon/Logo Design, Print Layout, Pitch Decks, Motion Prototypes

TOOLS: Figma, Sketch, Photoshop, Principle, Invision, Zeplin, Illustrator, Indesign, Wordpress, Pen & Paper, Microsoft Suite, Jira, Confluence

EXPERIENCE

Discovery Inc. - Discovery+

May 2019 - Current

Senior Product Designer

Discovery is a global leader in real life entertainment, launching their premium direct-to-consumer experience Discovery+ in 2020.

- Design Lead for Discovery+ product, specializing in mobile and working closely with CTV and Web leads for parity
- Assist research team in creating test plans, create prototypes for testing, and iterate designs based on results
- Create pitch decks to present research and final designs to stakeholders for approval
- Coordinate with engineers to fix product bugs pre-launch, and track in-market issues post launch, providing designs based on technical limitations or additional use cases
- Work with product owners to prioritize new features, define PRFAQ (press release and frequently asked questions), and review overall product health
- Work with UX team to troubleshoot user flows, determine like-products for competitive analysis, and track analytics dashboards for data-driven insights
- Collaborate with creative team to design app screens for iTunes and Google Play stores
- Provide guidance to product designers, mentor interns, onboard new hires, and interview potential hires

NBCUniversal - Marketing & Digital Entertainment

Apr 2018 - May 2019

UX | UI Designer

NBCUniversal's Digital Entertainment department is responsible for the NBC, The Voice, SNL, and America's Got Talent apps.

- Co-lead redesign for The Voice App Season 15
- Conducted user interviews & testing with prototypes to research needs and pain points
- Synthesized test findings to prioritize features and iterate on design

- Created competitive analysis decks for individual features to rank products against current market best practices
- Worked with product team to track issues and design solutions for updates or bugs
- Collaborated with marketing team to design app screens, icons, and other promotional assets for iTunes and Google Play stores
- Contributed high fidelity screens and Principle motion prototypes for major OTT update
- Owned design problems from proposal pitch to approved Zeplin delivery and beyond
- Wrote detailed spec docs and user flows to account for all scenarios and use cases
- Met with developers and project leads to implement design launch

Dogtown Media

Jan - Mar 2018

UX | UI Designer

Dogtown Media is an award winning mobile app development company specializing in iPad, Android, and iPhone apps.

- Contributed high fidelity app designs for iRobot and The National Sleep Foundation
- Designed internal website case study pages
- Created pitch decks and high fidelity comps for client acquisition
- Collaborated weekly with team of 3 UX designers to peer review and develop solutions

Lantern Trips (Pro Bono as part of General Assembly)

Oct - Nov 2017

UX Designer | UI Lead

Lantern Trips is a startup aiming to be the most trusted source for collaborative travel planning, using user generated itineraries.

- Lead design in a UX team of 3 to create an app prototype of a minimal viable product
- Conducted user interviews to research motivations and frustrations & develop a persona
- Synthesized data with affinity mapping and used key insights to develop features
- Compiled a comparative & competitive analysis of other travel sharing platforms
- Updated branding to align with prioritized features
- Completed 4 rounds of medium fidelity wireframe testing, iterating on any opportunities
- Developed a high fidelity prototype app that allows users to send and join itinerary segments, add and share photos, and publish their trip details to social media.

Jissen Womens' Jr./Sr. High School

Jul 2015 – Jul 2017

English and Art Instructor

Jissen Joshi Gakuen is a private all-girls' jr high & high school emphasizing international education and English immersion classes located in Shibuya, Tokyo, Japan.

- Developed accessible lesson plans for Japanese students to learn English
- Coached students individually for speech competitions & college entry interviews
- Taught basic color theory, drawing, painting, & digital techniques

EDUCATION

GENERAL ASSEMBLY

UX Design, Research, Strategy (10-week immersive course)

Fall 2017

UNIVERSITY OF CALIFORNIA, IRVINE

Bachelor of Arts, Studio Art, Minor in Digital Art

2004 - 2009