

# PABLO PAPASIDERO

## PRODUCT DESIGNER

**CONTACT INFORMATION**  
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### SUMMARY

End-to-end product designer passionate about helping companies and their users reach their goals by converting direct user feedback into actionable insights and design solutions that improve the experience of their products and services.

### EXPERIENCE

#### **Product Designer | Anima App** | December 2018 - Present

Responsible for designing and delivering major product features at Anima App:

I research best-practices, interview users, conduct competitive analysis, present design proposals based on research and business needs, usability test, and collaborate with engineers to build and ship features. I am active in the launch of the product and frequently iterate our design solutions in the face of data and user feedback.

- Lead designer of Anima's design tools: Sketch, Figma, and Adobe XD plugins, Mac App, Chrome Extension, owning research, testing, and design from planning to launch.
- Lead UX researcher responsible for turning direct user feedback into actionable insights in order to improve the experience of the tools. Outcome: decreased customer churn by 65%
- Perform usability testing, regression and Sanity QA before new releases and updates
- Document functional specs for the development team
- Produce educational YouTube videos (150K views), blog articles, and social media content

#### **User Experience Designer** | November 2017 - Present

**CLIENT: Project 440 Inc.**

- Worked with product owner and Marketing Committee to gather information on the organization's goals, target audiences, and desired functionality of the site
- Conducted competitive analysis and thoroughly researched nonprofit best practices and charity donation habits/statistics to craft tailored site update recommendations
- Conducted heuristic evaluation of existing site's usability, layout, information architecture, brand, visuals, content, social media, and SEO
- Created high-fidelity prototypes and delivered specification document detailing the strategies, objectives, and recommended tactics for proposed changes
- Designed, executed, and tested the recommended site updates

**CLIENT: Basil Tree Catering**

- Conducted site audit and heuristic evaluation in order to identify usability areas of improvement
- Delivered a competitive audit of best in class references addressing site design and information architecture pain points for every step in the user flow
- Delivered high-fidelity prototypes of proposed solutions for site pages and site navigation

**CLIENT: Climb Credit**

- Worked with the stakeholders to understand their loan enrollment flows and identify areas of improvements in the application funnel in order to increase conversion rates
- Worked closely with engineer to gather requirements and identify development constraints
- Scripted and conducted survey, interviews, and usability tests to understand user's pain points while applying for a loan
- Led the UI design of wireframes and prototyped the application process in Sketch and InVision
- Delivered a specification document and presented to stakeholders to communicate how the new design would increase conversion rates

### SKILLS & TOOLS

#### **Design Skills**

UX Research  
Usability Testing  
Data Analysis  
Design Thinking  
Design Studio Facilitation  
Feature Prioritization (MoSCoW)  
Information Architecture  
Wireframing  
Prototyping  
Responsive Design  
Visual Design  
Project Management  
Agile Design Sprints

#### **Design Tools**

Sketch  
Figma  
Adobe XD  
Anima App  
InVision  
Principle  
Zeplin  
Trello  
Asana  
Mixpanel (BI)  
OptimalWorkshop.com  
UserTesting.com  
Fullstory

### EDUCATION

#### **General Assembly NYC**

User Experience Design Immersive  
Visual Design

#### **The City College of New York**

Bachelor of Arts – Music  
*Spring-Fall 2008 Dean's List*  
*Spring-Fall 2009 Dean's List*  
*Cum Laude Honor Graduate*