

ODELIA HOEY

Product Designer | Service Designer

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📞 917-376-3612

EXPERIENCE

Senior Product Designer

Launch by NTT Data (formerly Postlight) | 2021 - present

- Senior Designer on Launch's Service Design and Design Strategy team.
- Worked across various industries in all aspects of the design process with clients including UPS, Goldman Sachs, Axios Media, Citibank, FanDuel, GameTaco, The Hill and SageSure.
- Led client presentations across Design, Engineering, Product and Senior Leadership to communicate how design decisions feed into broader strategic goals, incorporate research insights and further the product roadmap.
- Closely collaborated with other Designers, Strategy, Product Management and Engineering teams on both the agency and client side to align product vision and ensure human-centered outcomes.

UX Designer

Freelance | 2020 - 2021

- Worked with early stage startups to create product concepts and prototypes.

Associate Director, Talent and Operations

Think Research | 2016 - 2019

- Helped scale a healthcare technology startup from 60 to over 300 employees.

SKILLS

UX Research and Design
Discovery Sessions
Systems Design
Service Blueprints
Complex User Flows
Experience Maps
Personas and User Journeys
Information Architecture
Wireframing
Prototyping
Visual and UI Design
Design Systems
Usability Testing

TOOLS

Figma Suite
Maze, Dovetail
Claude, OpenAI

EDUCATION

Bachelor of Arts

University of Toronto

UX Design Immersive

General Assembly | New York City