

Leah Callahan

Product Designer

(513)453-3547

leahcallahandesign.com

hi@leahcallahandesign.com

Experience

Product Designer | VMware May 2020 – Present

- Improve the overall experience of VMware products through research and design.
- Define the product goals, roadmap, and strategy to solve user and product problems.
- Work alongside a team of engineers, product managers, and sales engineers to understand technical constraints and to design features.
- Communicate design thinking and ideas through personas, user journeys, service blueprints, wireframes, user flows, mockups, prototypes, and high-fidelity visual designs.
- Conduct in-person and virtual user research sessions, user interviews, and usability tests to understand customer needs and to validate design thinking.
- Facilitated 15 design end-to-end workshops, in-person and virtual.
- Use data analytics to improve user flows and to understand user trends and satisfaction with our product and features.
- Implement a design system and bring consistency and clarity to VMware products.
- Promoted to Product Designer 3 after 1.5 years of working at VMware.
- Created an onboarding product guide (that started as my own personal side project) and presented it to my business unit of 800 people. After the guide's success, I templated it and led other VMware business units to create the same type of guide.

Product Designer | ZURB June 2018 – March 2020

- Generated creative solutions for digital products and experiences for clients.
- Utilized design thinking to understand client's problems, communicate business strategies, and to solve challenging product problems.
- Conceptualized user interface solutions through ideation, user journeys, and prototypes.
- Conducted user research to initiate and validate design decisions.
- Created hunches, ran user surveys and usability tests, synthesized data, and formed user insights.
- Explored creative direction through mood boards and visual design iterations.
- Supported front-end development by producing coded patterns and coded style guides.
- Collaborated with engineers, user researchers, and design team leads.
- Presented and communicated new concepts and iterations to clients 2–3 times/week

Product Design Intern | ZURB May 2017 – August 2017

- In 14 weeks, redesigned the experience of a web app called Enroll.
- Explored and documented business strategies.
- Conducted UX research with Enroll users weekly.
- Discovered UX solutions through ideation, user journeys, user research, low-fidelity and high-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.

Design Lead | Digital Corps January 2016 – May 2018

- Led a team of 20 design students, gave feedback, and taught Adobe programs.
- Created UX 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, marketing, and UX researchers.

Education

BFA in Graphic Design | Ball State University

Professional Development

NN/g Certificate in User Experience

Nielsen Norman Group Courses:

- Measuring UX and ROI
- Building the Right Thing
- Design Tradeoffs and UX Decision Frameworks
- Designing Complex Apps for Specialized Domains
- UX Deliverables

Front-End Web Developer Google Course

Udemy Complete JavaScript Course

Designlab UX: Interaction Design Course

Professional Development Mentor for CAP

Figma Config Conference

Grow with Google Conference

Women Working in Technology Conference

AIGA National Design Conference (3 years)

VMware Hackathons (2021–2023)

Website Thru the Nite Hackathon

South Bay UX Meetup

Skills

UX/UI Design, Design Thinking, Prototyping, Design Systems, Usability Testing, User Research, Personas, Journey Mapping, User Flows, Affinity Mapping, Wireframing, Storytelling, Illustration, Visual Design, Responsive Design, Front-end Development, HTML5, CSS, Sass, JavaScript, jQuery

Tools

Figma, Pendo, UserZoom, Dovetail, Miro, Framer, Principle, Zeplin, Marvel, InVision, UserBit, Sketch, Keynote, Adobe XD, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Git

Awards

W³ Awards Gold | Mobile App

W³ Awards Silver | Mobile App

GDUSA Graphic Design Award | Motion

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