

EDGAR PAYAMPS

Online portfolio: <http://edgarpayamps.com> | <https://www.linkedin.com/in/edge57>

Seasoned Full Stack Product Design Leader with over two decades of experience in transforming business requirements into user-centric web and mobile apps. Skilled in SaaS UX, Agile methodologies, and leading design research teams focused on enhancing digital financial services. Adept at steering cross-functional units to meet business goals.

KEY ACHIEVEMENTS

- **Enhanced Customer Retention:** Developed a comprehensive design system, improving user experience and achieving a 97% customer retention rate.
- **Boosted Product Engagement:** Applied usability testing and iterative design processes, leading to an 80% increase in product usage.
- **Generated Significant Revenue:** Orchestrated UX strategy integration, resulting in \$15M net income through innovative product design and research.

PROFESSIONAL EXPERIENCE

Senior Product Designer at Intertek Alchemy, Austin, TX, 04/2019 - Present

- Spearheaded UX/UI design for SaaS products, focusing on scalable and flexible user interface catering to user personas.
- Developed and managed a comprehensive design system, leading to consistent and high-quality visual design across products.
- Led user research and interactive design initiatives to enhance user experience and interaction design, adapting to project schedules efficiently.

Senior Digital Designer, UX at Havas Worldwide, New York, NY, 01/2015 - 12/2018

- Managed UX/UI design for mobile apps, creating wireframes and prototypes with design tools like Figma and Sketch.
- Utilized research methods to derive customer insights, informing strategic product design decisions and improvements.

Creative Director/Sr UX Designer at Net at Work, New York, NY, 11/2012 - 12/2014

- Engineered versatile UX design systems for enterprise software, addressing complex user needs with problem-solving and innovative solutions.
- Ensured design operations met UX and product management standards, focusing on usability and information architecture..

Creative Director at Hara Partners, New York, NY, 09/2006 - 11/2012

- Co-founded the agency, managed a diverse team in developing digital products, emphasizing human-computer interaction and user experience design leading to successful product launches.
- Directed user research and usability testing efforts, ensuring products met end-user needs and establishing a design system and style guides that standardized visual and interaction design across products.

Senior Designer at Merkley + Partners, New York, NY, 01/2000 - 09/2006

- Provided art direction, retouching, and visual design for print ads, marketing collateral, interaction design and special projects for clients like Mercedes-Benz, BMW, and Citigroup, demonstrating creativity and expertise in the automotive and financial sectors.
- Innovative Content Delivery Solution: Spearheaded the integration of internal systems with marketing strategies, generating \$3M in net income through coordinated print advertising campaigns, driving cohesive and impactful brand messaging.

EDUCATION

Parsons School of Design, Majored in Graphic Design, Visual Communication, Advertising Arts, and Web Design

SKILLS

- Expertise in UX/UI Design, HCI, and Product Management
- Proficient in Design Tools: Figma, Sketch, Adobe CC
- Experienced with ReactJS, REST API and Data Architecture
- Leadership in User Research and Design Operations
- Strategic Development of Design Systems and Component Libraries
- Strong Mentorship and Executive Leadership Abilities
- Committed to Innovation and Customer-Centric Product Development