



Leila Howell

HI! I'M A PRODUCT DESIGNER WITH A PASSION FOR DATA-DRIVEN CREATIVE PROBLEM SOLVING TO MAKE LIFE BETTER FOR ALL HUMANS.

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EXPERIENCE

January 2022—
Present

UrbanSitter | Senior Product Designer

As the sole designer, I collaborate with stakeholders across all departments to solve immediate and future problems on multiple touchpoints, for multiple user groups. My focus is on improving existing features, designing new features, and to increase functionality for all our users whilst also aligning with business goals, and using data to make informed decisions.

June 2020—
January 2022

Maternity leave

August 2018—
June 2020

Microsoft Education | UX Designer

Designed technical instructional print & digital assets for the education sector. Collaborated with team members to develop compelling visual systems & solutions. Web design for partnerships with the BBC & The Met.

December 2017—
June 2018

Microsoft Philanthropies | UX Designer

Provided on-going creative strategy and design support for marketing team, driving creative messaging and digital content across web, video, advertising and social media.

April—
September 2017

Wildern | Visual Designer

Primarily working with Victoria Clipper to produce original concepts for campaigns across email, print and digital spaces. Worked on other web & print projects as needed.

October 2016—
February 2017

Rational Creative | UX Designer

Worked on various high volume digital projects for Microsoft, mainly web design.

March—
August 2016

Microsoft | UX/UI Designer

Working with the Retail Design Studio to create large scale projects, both print and digital, under the Xbox and Windows lines of business.

October 2015—
March 2016

POP | Senior Visual Designer

Working with Starbucks on various large scale projects. Producing original concepts for campaigns across the digital space for large global audiences and channels.

SOFTWARE & SKILLS

Design

UX/UI design, user-flows, personas, storyboards, responsive design, mobile app design, prototyping, empathy maps, design systems, brand & identity, marketing materials

Development

HTML, CSS, ReactJS, Wordpress/PHP, Git

Research

User research, user testing, competitive analysis, focus groups, google analytics, A/B testing, survey design

Tools

Figma, Sketch, InVision, Zeplin, Adobe Creative Suite, Storybook, Jira, Slack, Asana, Confluence, Microsoft Suite, Google Suite, Loom

EDUCATION

2022

On Deck

Design Fellowship

2013—2015

Seattle Central Creative Academy

A.A.S Graphic Design & Illustration

REFERENCES

Available on request