

# Desirel Calvin-Lawrence

Arncliffe, NSW 2205 | 0433 510 607

desirelofficial@gmail.com

Portfolio: [resume.desirel.co](https://resume.desirel.co)

## SENIOR PRODUCT DESIGNER | UX STRATEGIST | FINANCIAL SERVICES EXPERT

### SUMMARY

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Innovative Senior Product Designer with over 10 years of experience delivering exceptional user experiences for global brands, including extensive work in financial services. Proven track record in leading end-to-end design processes, conducting user research, and optimizing product functionality across complex, enterprise-level software. Skilled in collaborating with cross-functional teams to drive user-centric solutions that meet business objectives and enhance customer experiences.

### KEY ACHIEVEMENTS

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- Increased user engagement by 25% and achieved a 15% increase in conversion rates at Walmart through redesigning the e-commerce platform and leading end-to-end design processes.
- Reduced user registration time by 50% and increased user satisfaction by 30% for American Express through user-centered design strategies and extensive user research.
- Developed and maintained a comprehensive design system at JP Morgan Chase, improving consistency across digital products and streamlining the design process for complex financial software.

### TECHNICAL SKILLS

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- Design Tools: Figma (expert), Adobe Creative Suite (XD, Photoshop, Illustrator), Sketch, InVision
- Prototyping: Marvel, Principle, Framer, ProtoPie
- UX Research: UserTesting, Hotjar, Optimal Workshop, Lookback
- Web Technologies: HTML5, CSS3, JavaScript (basic)
- Analytics: Google Analytics, Google Tag Manager
- Project Management: Jira, Trello, Asana (Agile methodologies), Monday.com

### CORE COMPETENCIES

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- End-to-End Design Process
- User Research & Synthesis
- Complex Software Design
- Customer Journey Mapping
- Rapid Prototyping & Iteration
- Design Systems Management
- Stakeholder Management
- Cross-Functional Collaboration
- Financial Services Expertise
- B2B Environment Experience

### CERTIFICATIONS & TRAINING

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- Certified Scrum Master (CSM) | Scrum Alliance | 2022
- Certified User Experience Professional (CUXP) | UX Certification Consortium | 2019
- UX Certification (5 levels) | Nielsen Norman Group | 2016

## EDUCATION

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[Bachelor of Science in Information Technology](#) | University of Massachusetts, Lowell USA

## PROFESSIONAL EXPERIENCE

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### Senior Product Designer

Jan 2023 – Present

[ITSM Corp Australia, Sydney](#)

- Lead end-to-end design processes for enterprise SaaS products, from discovery to execution, ensuring seamless integration across platforms.
- Conduct comprehensive user research and usability testing, resulting in a 30% improvement in user satisfaction scores and 20% increase in user adoption rates.
- Design and prototype intuitive user interfaces for complex software solutions, utilizing Figma for rapid iteration and stakeholder validation.
- Facilitate design workshops with stakeholders to define and refine product requirements, aligning UX design with business objectives and technical constraints.
- Contribute to the enhancement of the design system, applying systems thinking principles to ensure consistency and efficiency.
- Collaborate closely with cross-functional teams to ensure seamless implementation of designs in an agile environment.

### Independent Projects – Portfolio Showcase

Jul 2022 – Dec 2022

*(while awaiting working rights in Aus)*

[Communicating discoveries from research and explaining the thinking behind design concepts.](#)

- Redesigned popular digital platforms (LinkedIn, Disney Plus, The New York Times) with a focus on improving user engagement, streamlining onboarding processes, and enhancing content discoverability.
- Applied design thinking principles to create intuitive and engaging website prototypes for corporate clients, emphasizing improved information architecture and user experience.

### Senior Product Designer

Apr 2019 – Jun 2022

[JP Morgan Chase, Baltimore USA](#)

- Led the transformation of the online banking dashboard, increasing user engagement by 20% and customer satisfaction by 15% in a complex B2B financial environment.
- Planned and conducted user research sessions, synthesizing insights to inform intuitive and effective design solutions for enterprise-level financial software.
- Developed and maintained a comprehensive design system in Figma, improving consistency across digital products and streamlining the design process.
- Managed stakeholders and presented design concepts to various teams, effectively communicating design decisions and trade-offs.

### Lead Product Designer

Jan 2017 - Mar 2019

[Walmart, Maryland USA](#)

- Drove the redesign of the e-commerce platform, resulting in a 25% increase in user engagement and 15% boost in conversion rates.
- Mapped out front-to-back customer journeys and task flows, identifying opportunities for innovation and improvement.
- Introduced design thinking methodologies, reducing development time by 20% and improving overall user experience through rapid prototyping and iteration.

### Product Designer & Researcher

Feb 2011 – Dec 2016

[American Express, NY USA](#)

- Conducted extensive user research to inform critical design decisions for mobile payment solutions, contributing to a 20% increase in customer retention in the financial services sector.

- Created visually appealing and intuitive interfaces for credit card applications, aligning with brand identity and enhancing user engagement in a B2B context.
- Implemented accessibility standards across all designs, ensuring inclusive user experiences for diverse customer bases.

**Junior UI Designer | [Cisco, Maryland USA](#)**

Feb 2008 – Dec 2010

- Assisted in designing user interfaces for networking products
- Collaborated with senior designers to improve user experiences across various platforms

**UI/UX Designer Intern | [Dell, Maryland USA](#)**

May 2005 – Dec 2007

- Supported the design team in creating user-friendly interfaces for computer systems
- Gained hands-on experience in user research and prototyping

## **ADDITIONAL EXPERIENCE**

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- **Volunteer Website Designer & Developer | [Church Grounds](#)**
- **Self-Help Content Creator | [My Real Lover Academy](#)**
- **Writer | [Wiz Diaries](#), [Power of Paradise](#)**