EMILY C. WOLFE

DESIGN EXPERIENCE

Opentrons Robotics New York, NY

Associate Director of Design
August 2022 - present

Heads the Software Design team at Opentrons Robotics, working cross-functionally to define problems and plan staffing, including identifying the need for new hires. Leads a team of 4 to deliver world-class user experiences for our robotics products. Mentors and manages team members, providing guidance, direction, and support to help them grow in their roles.

- Led the design efforts to level-up the user experiences for our next-generation robot. Identified design work required for a brand new touchscreen experience, a guided flow for attaching instruments, and other app updates. Delegated and managed design delivery. Collaborated with Product and Development leadership to balance time constraints to deliver a great user experience.
- Defined design team levels and created a quarterly assessment template, enabling team members to track their growth.
- Partnering with Product and Engineering leads, created a robust and scalable process for how work flows through planning, design, and development, ultimately ensuring the delivery of software to customers.

UX Design Manager
August 2021 - August 2022

Demonstrated ability to adapt to new challenges and take on increased responsibilities, including effectively managing the design team during a period of transition following a leadership change. Developed standards and processes for designing, hiring and onboarding. Collaborated with Product and Engineering leads to plan and execute projects.

Lead UX Designer
September 2020 - August 2021

Led a cross-functional squad as a design lead, focused on improving the user experience of setting up the robot to run protocols.

- Joined the team mid-flight on a project to improve the calibration process for the robot. Conducted remote user tests to validate designs and saw the project through to launch. This work significantly reduced customer issues.
- Worked closely with our Tech Lead to create an efficient workflow for users to check positional accuracy.
- Redesigned the Opentrons App to improve the user experience.

Packet New York, NY

Senior UX Designer
March 2019 - September 2020

Responsible for improving the user experience for deploying and managing servers. Managed a remote UI designer, streamlined the onboarding process, and redesigned key pages to improve the user experience. Packet was acquired by Equinix in 2020.

- Developed an efficient onboarding process for new users that reduced the number of steps required to deploy a server from 12 to 3. This involved defining the problem, creating user flows, wireframes, and high fidelity designs, and collaborating with the development team to ensure successful implementation.
- Redesigned deploy on demand servers experience. Conducted extensive user research and user testing to create a guided and straightforward way for users to deploy a server.

SPEAKING ENGAGEMENTS

Fashion Institute of Technology
2019 - present

Sustainability in Fashion Merchandising guest speaker

Creative Mornings Field Trips
2019

Led two Field Trips: a lecture on how to shop more sustainably, and hosted a clothing swap

EDUCATION

Constellation Collective
New York, NY Feb 2020

Digital Accessibility Workshop

Saxifrage School
Pittsburgh, PA Summer 2013

Computer Programming

California University of Pennsylvania
California, PA

BS in Graphic Design

VOLUNTEERING

Creative Mornings
2022 - present

Xavier Mission
2019 - present

DESIGN EXPERIENCE (continued)

Coach New York New York, NY

UX Designer   January 2018 - March 2019

Created web and in-store experiences to elevate the Coach digital channel. Evangelized user-centered thinking across the marketing, product and merchandising teams.

- Designed a tablet app that increased in-store wallet sales by 9%. Worked with executives to gather requirements, created user flows, wireframes and prototypes. Key contact with development team.
- Design liaison between Coach and external agency for Coach.com redesign. Created user flows, designs and edge cases for sneaker and handbag customizer. User tested and launched the feature.

Summa Technologies Pittsburgh, PA

User Experience Designer   November 2014 - January 2018

Design consultant for projects in banking, convenience, aerospace, infrastructure and energy industries. Earned spot bonuses on several projects. Summa was acquired by CGI in 2017.

- Redesigned an inventory management system for an aerospace chemical company. Traveled across the East Coast to understand user needs, created user flows, and collaborated with a visual designer to create final designs.
- Designed and launched a service portal for commercial air conditioner customers in 10 weeks. Traveled across the US for user research, led workshop sessions with the client and development team. Created service portal designs and worked with development team to launch the product.
- Created a playbook for a national energy company to assess their current use of Salesforce and recommend a strategic vision. Conducted contextual inquiries and facilitated 14 workshops to understand the current state. Created a comprehensive deliverable to document Summa's strategy.

American Eagle Outfitters Pittsburgh, PA

Mobile Designer   June 2012 - November 2014

Visual designer for mobile apps and m-dot sites. Collaborating with UX, worked across time zones to facilitate development of in-house iOS and Android apps to replace our 3rd party apps. At launch, the new AEO App rose to the top 10 lifestyle apps in the App Store.

Web Designer   January 2009 - June 2012

Designed website and emails for 77kids, AE's kids brand. Concepted seasonal look/feel updates, interactive shopping guides and weekly web promotions. Presented creative weekly to the executive team. Met with developers to translate designs to Flash (groan) and HTML.