



Dana Givens

A senior visual and product designer with 10+ years of experience. From the Midwest. Currently in Brooklyn with my dog, Dexter Oliver Givens (yes, his initials are D.O.G.) I love creating smart product experiences. I embrace and adapt to processes that favor forward thinking and experimentation.

Skills

Design management	Figma
Product design	Sketch
Visual design	Invision Studio
Accessibility design	HTML & CSS
Design systems	Responsive design
B2B / B2C	Usability Testing

Education

PRATT INSTITUTE | BKLYN, NY

BFA with a concentration on Graphic Design

GENERAL ASSEMBLY | NY, NY

User Experience Design

Experience

RO | 9.2019 - PRESENT

Senior product designer on Growth: Conversion.

Increasing subscription conversion rate by designing the best optimized experience for prospective members.

Areas of focus include sign up, online visit and checkout funnels. Responsible for holding brainstorming sessions, conducting user research, wireframes and visual polish.

WW INTL | 5.2018 - 9.2019

6.2019 - 9.2019

Product designer on the Recipes team. Supporting members by providing an ecosystem in which they can create, discover, share and save recipes throughout their WW journey and beyond.

5.2018 - 6.2019

Visual designer on the growth team. Responsible for creating designs for the pre-member experience that increases conversion and revenue. Primary contributor to the WW design system.

WEBMD | 8.2013 - 5.2018

3.2016 - 5.2018

Visual design manager and IC. I mentored a team of 6 designers, developed processes and tools to ensure design quality as well as measuring success in terms of human and business impact. I facilitated one on ones, working sessions, daily stand ups and other cadences that were conducive to a productive design culture.

8.2013 - 3.2016

Lead designer. Responsive design for highly trafficked content-driven websites. Designing a wide range of product offerings that hosts physician portals and related mobile applications for physicians and healthcare professionals.

THE COLLEGE BOARD | 8.2012 - 8.2013

ZETA INTERACTIVE | 6.2011 - 7.2012

PUBLICIS | 6.2007 - 6.2011