

EMMA MOYSTNER

UX/UI DESIGNER

EMMAMOYSTNER.DESIGN@GMAIL.COM | 865.617.9721 | [LINKEDIN.COM/IN/EMMAMOYSTNER](https://www.linkedin.com/in/emmamoystner) | [EMMAMOYSTNER.DESIGN](https://www.emmamoystner.design)

SUMMARY

UX/UI Designer with 4+ years of freelance and enterprise experience and a graduate degree in interaction design (M.Des, August 2026). Skilled in user research, usability testing, wireframing, high-fidelity Figma prototyping, design systems, and WCAG AA accessibility across desktop, web, mobile, and wearable platforms.

PROFESSIONAL EXPERIENCE

Freelance Designer & Creative

Self-Employed | Jan 2026 – Present

- Design brand strategy, web experiences, and visual systems for small businesses and entrepreneurs
- Define brand identity and positioning, then design the digital presence to match
- Design and develop custom websites from concept through launch, handling strategy, visual design, and build

Project Coordinator

Barge Design Solutions | Chattanooga, TN | March 2022 – April 2026

- Designed an internal operations app in Figma, streamlining navigation and task flows for field teams and administrators
- Built and managed SharePoint sites for internal teams and clients, improving cross-team communication and client experience
- Coordinated specification packages, invoicing, and construction administration across 100+ active projects, maintaining accuracy and on-time delivery

PROJECTS

Solace Health

Systems Design · GIXD 609: People, Processes, Leadership, ArtCenter (Spring 2026)

- Led framework design for a multi-city healthcare expansion system (team of 4), addressing 6–8 month delays and ~\$1.5M in projected rework
- Interviewed and surveyed 13 product, engineering, and design professionals across Meta, Netflix, TikTok, and others; synthesized findings into a three-part system of rituals, frameworks, and tooling
- Ran 2 rounds of usability testing, iterating AI-summary and decision-log features around user agency and trust

COROS

Service Design · GIXD 501: Product, Services, Systems, ArtCenter (Fall 2025)

- Audited a wearable's menstrual-cycle tracking service (frontstage + backstage) and redesigned it from a passive calendar into a phase-aware training system
- Ran a competitive analysis across 5 wearables (Garmin, WHOOP, Oura, Fitbit, Apple) to identify an unmet opportunity in cycle-responsive coaching
- Designed onboarding, dashboard, and watch-face concepts with a full WCAG AA audit (4.5:1 contrast, 44px touch targets, screen-reader labels)

Airbnb Group Booking

Product Design · Memorisely UX/UI Bootcamp (2024)

- Redesigned Airbnb's group-booking flow end to end (research → hi-fi prototype) with a design partner, focused on cost-splitting and shared planning
- Surveyed users — 82% wanted flexible cost-splitting, 71% wanted to share planning workload — and translated findings into 3 splitting modes and a shared group hub
- Validated via usability testing, refining payment-visibility affordances based on user confusion

EDUCATION

ArtCenter College of Design

M.Des, Interaction Design · Expected August 2026

Tennessee Technological University

B.S., International Business & Cultures · Minors: Spanish, Religious Studies · May 2021

SKILLS & EXPERTISE

Design: Wireframes & prototypes · Information architecture · User flows · Design systems & style guides · UX writing · WCAG AA

Prototyping: Interactive Figma prototyping · Rapid ideation & iteration · Usability testing scenarios · Agile workflows

Research: User interviews & surveys · Usability testing & analysis · Personas & journeys · Competitive analysis

Collaboration: Cross-functional work with product & engineering · Design critiques · Articulating design rationale · Specs & documentation

TOOL STACK

Figma · Framer · Adobe Creative Suite · Miro · Squarespace · Shopify · SharePoint · Claude (AI prototyping) · Google Analytics