# esiwahomi esi ozemebhoya

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## EXPERIENCE

- **Product Designer**, Peacock (NBCUniversal)
  New York, New York • *July 2023 to present*

  Leads product design on Ad Innovation team as cross-functional partner reporting to Senior Director of Product Design, Content Experience

  Develops engaging ad experiences that integrate across NBCUniversal's DTC viewing portfolio

  Presents design solutions to business leadership, sharing data-informed recommendations that balance impact on user and revenue growth

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- **Product Designer**, BuzzFeed
  New York, New York • *July 2021 to May 2023*

  Led end-to-end product design on Revenue Tech team as cross-functional partner and team lead

  Strategized with product team to develop quarterly project roadmap, prioritizing revenue growth and user experience across sites and devices

  Conducted quarterly A/B tests across BuzzFeed, Complex and Huffington Post sites increasing time spent on sites, a key team KPI

- **Associate Product Designer**, BuzzFeed
  New York, New York • *July 2020 to July 2021*

  Optimized UX performance and visual design of digital ad products

  Built 3 key features into internal B2B SaaS tool, BuzzFeed Ad Manager (BAM), improving efficiency of ad operations

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- **Product Designer**, Codecademy
  New York, New York • *Jan. 2020 to July 2020*

  Ideated and crafted high-fidelity A/B experiments on Growth team resulting in 2.5% increase in paid subscriptions over 6 months

  Revamped landing page of Codecademy for Business boosting CTA interaction 15% over 8 weeks

## EDUCATION

**Georgetown University**
*Washington D.C. • May 2015*
Bachelor of Arts, Classical Studies
Dean's List ('12-'14), Jury Prize

**Flatiron School**
*New York, New York*
UX/UI Immersive Course

## SKILLS

**User Experience Design**
User Research
Competitive Analysis + Audit
Contextual Inquiry
Information Architecture
Wireframing
Responsive Web Design
User Persona and Journey Map
Storyboarding
Copywriting
Usability Testing
Project Management

**User Interface Design**
Color Theory
Typography
Style tiles + Moodboards
High-fidelity prototyping

**Content and Product Strategy**
Branding
Landing pages
Pitch decks

## TOOLS

Figma
Adobe Creative Suite
Principle
Keynote
Looker
Airtable
Jira
Slack
Confluence
Google Suite
Storybook