

EMMY SOUTHWORTH

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WHAT I'VE DONE

Lendio – DIRECTOR OF PRODUCT

Lehi, UT | Mar 2019-Present

- Directed a product line and the launch of Lendio's mobile cash flow app and cloud-based accounting software
- Integrated financial APIs for Stripe, Square, Paypal, Chase WePay, Gusto Payroll, Zapier, Plaid, Finicity, Finch, Coda, and Thrive Bank
- Feature prioritization & justification
- Product P&L
- Mobile architecture, App Store Optimization
- Go-to-market strategy
- Increased paid subscribers by 600%
- Managed five product managers

Nav – HEAD OF DESIGN

Draper, UT | Jan 2018-Mar 2019

- Grew the design team by 3x and increased development productivity by 150% by organizing product process and sprints
- Directed a product pivot through industry and user research that increased revenue
- 166% improvement in user acquisition
- \$44.8M Series C funding with Goldman Sachs and Experian

Ghostery – PRINCIPAL DESIGNER

New York, NY and Sandy, UT | Jun 2015-Jan 2018

- Defined, designed, and validated Ghostery's proprietary privacy software with lawmakers in the EU and adtech companies
- Responsible for i18n for the Adchoice program with the FTC
- Increased installs to 10,000 a day and 10M daily users of the Ghostery Browser Extension
- Earned a five-star rating in Chrome and Firefox and featured as a must-have extension in the Edge store

Workfront – DIRECTOR OF USER EXPERIENCE

Lehi, UT | Oct 2013-Jun 2015

- Recruited and grew the UX team in the US and Armenia, created apprenticeship programs
- Led R&D in the creation of next-generation products and market verticals, transitioned the brand from AtTask to Workfront
- Led the product and design teams during company growth from 100 to 500 employees
- Established product training for marketing, sales
- Designed a product release system for enterprise customers

Non-profit – LEAD UX DESIGNER

Salt Lake City, UT | Jun 2007-Oct 2013

- Hired, trained, and recruited a staff of 70+ designers, managed 9 directors
- Lead designer on a \$50M international banking system
- New designs saved \$10M in defalcations
- Lead designer for the Perpetual Education Fund

WHO I AM

Small business owner and artist. Dog trainer and creative muse. Ultramarathon runner and Gatorade drinker. Chaos wrangler and revenue driver. 10x features prioritizer. Full stack communicator. Brand expert. User interview guru. Drive value through thoughtful, iterative products.

WHAT I'VE STUDIED

Advanced Product Management
Stanford University

Bachelor of Arts, Art Education, Behavioral Psychology
Brigham Young University

Art Education Study Abroad
Europe

Research Intern
NIH

WHAT I'M GOOD AT

Product leadership	Customer research
Assessing risk	Company demos
Roadmaps	Stakeholder alignment
Jira	Managing scope
Figma	Harmonizing viewpoints
Design systems	Natural leader
A/B testing	
Agile development	
Mobile, Flutter, iOS & Android	
App store optimization	
Usability testing	
Data-driven decisions	
Strategy and alignment	
Connecting ideas and people	
Product analytics	
Running long distances	