



Design Leadership

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Education

MARYLAND INSTITUTE COLLEGE
OF ART (MICA) | BALTIMORE, MD

BFA in Graphic Design

Concentrations in Photography and
Book Arts

ZAYED UNIVERSITY | DUBAI, UAE

MICA in Dubai Summer Intensive

Four-week design honors course
consisting of a cultural immersion
and partnership with Zayed students

Proficiencies

Tools

Figma, FigJam, Mural, Miro, Principle,
ProtoPie, Loom, UserTesting.com, JIRA,
Github, Coda, Asana, Sketch, Zoom,
Adobe Creative Suite, Google
Workspace, Microsoft Office

Skills

Research, accessibility, usability, visual
design, service design, hiring, career
development, mentorship, strategy and
vision, presentations, storytelling,
design sprints, workshop facilitation,
design systems, flow diagrams,
prototyping, journey maps, HTML/CSS,
UX writing, agile methods

Experience

SPOTIFY | NEW YORK, NY

2020–2024 (4 YRS)

Senior Product Designer, Design Manager, and Product Area Design Lead

- Designed payment capabilities for the first paid tool in Spotify for Artists: Marquee. Marquee is a native ad format generating over \$1M USD in monthly revenue as of October 2023 (+100% YoY). Scaled access to five international markets, accounting for tax compliance in each new country.
- Designed the MVP for pay-outs in Spotify for Artists. This marked the first time artists could directly access earnings from ticket sales for digital fan experiences.
- Managed three product and service designers. Led design for a product area of five agile teams focused on payments, organization management, and reliable data for Spotify creators of both music and podcasts.
- Facilitated retrospectives, critiques, and collaborative working sessions for a 10-person design team. Supported hiring and team health initiatives.

AUDIBLE | NEWARK, NJ

2018–2019 (1 YR, 4 MOS)

Senior UX Designer

- Redesigned all core payment flows for Audible's international markets for PSD2. PSD2 is EU legislation which requires merchants to use multi-factor authentication.
- Led design on Audible for Business. Collaborated with business leads and conducted user research to inform a business model pivot. Led two other designers in creating a long-term vision prototype to present to executive leadership.

PLATED | NEW YORK, NY

2014–2018 (4 YRS)

Principal Product Designer

- Led design during a business model shift from à la carte to recurring subscription. Partnered with leadership and leveraged a customer advisory board to execute an experience overhaul. The redesign led to massive improvements in customer retention and utilization rates.

JOE ZEFF DESIGN | MONTCLAIR, NJ

2012–2014 (1 YR, 10 MOS)

App Designer

- Designed web and mobile apps for the NFL, Food Network, Fast Company, AARP, National Geographic, Sundance filmmakers, and others.

ORANGE ELEMENT | BALTIMORE, MD

2012 (4 MOS)

Design Intern

- Created digital and print pieces for pitches and retained clients, wrote blog posts, researched and pulled assets to inform visual direction.

Fun

Reality TV, my corgis, rock collecting, word puzzles, beaches, carbs, the Milwaukee Bucks