

# Emily Twiddy

Senior UX Designer

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(828) 514-7614

## EXPERIENCE

### Fidelity Investments

2023 – Present

*Senior UX Designer*

- Redesigned the Student Debt Retirement enrollment flow, lifting automated verification rates by 60% and enrollment success by 30%.
- Introduced interactive guidance, radio-tile loan servicer selection, and real-time PDF data extraction, eliminating a 5-day manual review wait.
- Redesigned the benefit management dashboard to surface value and drive post-enrollment engagement, achieving 100% task success in usability testing.
- Collaborated across data science, engineering, legal, marketing, and product to ship research-validated designs at scale.

### Fidelity Investments

2022 – 2023

*UX Designer*

- Contributed to the end-to-end design of student debt workplace benefit products.
- Partnered with cross-functional stakeholders to define design direction and validate solutions through user research.

### NC State University, College of Design

2021 – 2022

*Graduate Teaching Assistant*

- Supported design curriculum and mentored students in UX and graphic design coursework.

### The Lunz Group

2018 – 2020

*Graphic Designer*

- Designed visual communication and brand assets across multiple client projects.

### Southeastern University, Marketing Dept.

2017 – 2020

*Graduate Design Assistant*

- Created marketing and design materials supporting university communications and events.

### Independent

2015 – Present

*Freelance Designer*

- UX, UI, and graphic design work across a range of industries and client types.

## EDUCATION

### Master of Graphic and Experience Design

North Carolina State University, 2022

### Master of Business Administration

Southeastern University, 2020

### BS, Business Marketing

Minor: Graphic Design

Southeastern University, 2019

## DESIGN SKILLS

UX Design

UI Design

Product Design

Design Systems

Prototyping

UX Research

Usability Testing

Journey Mapping

Interaction Design

Accessible Design

Workshops

Mentoring

## TOOLS

Figma

Adobe Creative Cloud

Microsoft Suite

Google Suite

Slack

Notion

## ABOUT

Digital Experience Designer with 5+ years balancing user needs, business goals, and technical feasibility across 8+ industries and 18+ shipped projects.