

# Joelle Everett

Product Designer

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## Education

**University of Maryland, College Park**

Bachelor of Science: Information Science  
Aug 2017- May 2021

## Skills

Visual Design  
Interactive Prototyping  
Design Systems  
Product Strategy  
User Research  
App  
B2B

## Experience

**Bloomberg • Product Designer**

New York, NY May 2023 - Present

- Lead designer for our Growth, Payments, Group Subscriptions, Events, and Activation teams
- 30% conversion increase for our subscription business and 90% increase in registered users by designing strong growth solutions across our site
- Redesigned our offer page and checkout experiences to provide a seamless user journey while adhering to legal and business requests
- Grew enterprise subscription business by 34% by revamping our landing page to showcase our value better and provide a more premium look and feel
- Increased app conversions by 20% by refreshing our app onboarding experience to establish a stronger, more professional first impression for users

**Freshly Inc. • Product Designer**

New York, NY August 2021 - May 2023

- Designing across device types and sizes, such as web, mobile, app(iOS and Android), and tablet
- Leading the development and maintenance of the new design system by restructuring and rebuilding components and icons
- Conducting user research through user testing, interviews, and surveys
- 20% increase in business revenue after redesigning the onboarding experience

**Steampunk Inc. • Design & Strategy Specialist**

Tyson's Corner, VA May 2021 - August 2021

- Led user testing, research analysis, and facilitated research workshops for government contracts
- Supported internal and client demos and presentations for over 20 stakeholders
- Curated journey maps, service blueprints, user personas, and ecosystems to craft user and service experiences
- Wire framing, as well as low and high-fidelity prototyping