

EMILIA SUN

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Product Designer | UX/UI | Design Systems

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SUMMARY

Product Designer with **6+ years of experience** designing digital products across web and mobile. Specializes in **0→1 product design, information architecture, interaction design, visual systems, and responsive experiences**. Brings a strong visual communication background and experience translating complex content, business requirements, and operational workflows into intuitive products. Skilled at partnering with product, engineering, and business stakeholders to move from research and product strategy to high-fidelity prototypes and implementation.

EXPERIENCE

ESSEX MEDIA GROUP — Senior Product Designer

2021–Present

Led the end-to-end redesign of Itemlive.com, using user research, AI-assisted data analysis, UX strategy, and iterative prototyping to simplify content discovery and accessibility while reducing customer complaints by 60%.

- **Drove 20–30% growth in MAU and page depth** across 7 digital platforms by improving IA, navigation, search, and content discovery.
- **Cut customer complaints by 60%** on Itemlive.com by redesigning the end-to-end reading experience for usability, readability, and accessibility.
- **Cut engineering handoff time by 25%** by scaling a reusable Figma design system across 5 news brands.
- **Accelerated 0→1 product launches** by translating business requirements into product concepts, user flows, prototypes, and production-ready experiences.
- **Improved consistency across 5 platforms** by adapting shared components and UX patterns to different brands, content models, and business requirements.

TACTIQ CONSULTANTS — Product Designer

February–August 2026

Led the 0→1 design of a B2B restaurant ordering platform, using AI-powered data analysis to personalize restaurant purchasing and improve warehouse inventory planning.

- **Drove a 0→1 B2B restaurant ordering platform** that onboarded 10+ restaurant clients and contributed to ~10% profit growth.
- **Improved repeat purchasing and inventory efficiency** by redesigning ordering workflows around real-world restaurant and warehouse operations.
- **Simplified product discovery and reordering** with a personalized Pantry recommendation system powered by menu data and daily guest volume.
- **Integrated AI-powered data analysis across both restaurant and warehouse workflows**, analyzing restaurant menu data to generate tailored Pantry lists while helping warehouses forecast and maintain appropriate food inventory levels.
- **Reduced ordering friction** across search, product details, cart, checkout, and delivery through streamlined end-to-end user flows.
- **Built a scalable product foundation** by translating research insights into modular architecture and reusable UI patterns in partnership with Product and Engineering.

Ipswich Local News — Product Designer

Contract · 2026

- Led the design and production of an editorial supplement featuring **16 advertisements**, from initial concept through final publication.
- Collaborated with the **marketing team, creative director, writers, and product manager** to align editorial content, advertising requirements, visual identity, and production timelines.
- Developed the publication's **layout system, typography, visual hierarchy, and advertising integration**, balancing readability with commercial objectives.

SAGEPOWER.NET — UI/UX & Web Designer

Contract · 2024

- Designed a fintech investment platform **end-to-end, from research and UX strategy through launch**, including information architecture, interaction design, UI, branding, and responsive web design.
- Delivered the complete brand identity and responsive website in **2 weeks**, 40% faster than the projected timeline.
- Translated complex financial information into a clear, conversion-focused experience through simplified content hierarchy, visual structure, and interaction patterns.

VIGI PHOTOGRAPHY — Visual Designer

2020–2021

- Redesigned the digital portfolio experience, improving **content hierarchy, navigation, and visual storytelling** to better communicate the studio's work and support inbound client inquiries.
- Developed cohesive visual assets and presentation materials across digital and print touchpoints.

SELECTED PRODUCT DESIGN PROJECTS

ItemLive — Digital News Experience (Password: emilia)

Redesigned the digital reading experience to preserve familiar print-reading habits while improving navigation, content discovery, and access to the digital edition.

Kawa Trading — Restaurant Grocery Restocking

Designed a pantry-driven ordering experience that helps restaurant owners manage recurring purchases, compare products, and restock efficiently despite staffing and language constraints.

Roll Back — Photo Library Experience

Explored a more engaging photo library experience through gamification, interaction design, and visual feedback.

SKILLS

Product Design: Product Strategy · 0→1 Design · UX/UI · Information Architecture · User Flows · Wireframing · Prototyping · Interaction Design · Responsive Design · Visual Design · Design Systems · Accessibility

Research & Collaboration: User Research · Competitive Analysis · Heuristic Evaluation · User Testing · Design Critique · Stakeholder Presentations · Cross-functional Collaboration · Product Thinking

Tools & Technical: Figma · Design Tokens · Auto Layout · Components · Adobe Creative Suite · Photoshop · Illustrator · InDesign · Webflow · WordPress · HTML/CSS

EDUCATION

Rochester Institute of Technology (RIT) — MFA, Visual Communication Design, UI/UX Focus

2018–2020

Zhejiang University, China — BFA, Visual Communication Design

2014–2018