

EMILIA SUN

emiliasundesign.com

Product Designer | UX/UI | Design Systems

Boston, MA · emiliasundesign@gmail.com

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 UX/UI redesigns across **7 high-traffic digital platforms**, restructuring navigation, search, and content architecture to support a **20–30% increase in monthly active users (MAU)** and page depth.
- Built and scaled a **Figma design system across 5 news brands**, including reusable components, variants, design tokens, and shared libraries, reducing engineering handoff time by **25%**.
- Designed responsive information architecture, layouts, typography, and visual hierarchy for **5 daily newspapers with 10K+ circulation**, translating dense, long-form content into readable digital experiences.
- Partnered with **product, editorial, engineering, and sales stakeholders** to align user experience with content strategy, advertising requirements, and business objectives.
- Led **0→1 visual identity and digital design for 3 product launches**, including brand systems, landing pages, and multi-channel marketing assets.
- Collaborated directly with engineers through weekly sprints, translating high-fidelity prototypes into **HTML/CSS requirements** while maintaining **WCAG accessibility standards**.
- Established a repeatable design critique process with art directors and cross-functional partners to improve consistency, usability, and implementation readiness.

TACTIQ CONSULTANTS — Product Designer

February–August 2026

- Design **0→1 web and mobile products** across AI, food delivery, grocery e-commerce, and B2B technology, translating ambiguous business requirements into clear product concepts and user experiences.
- Conduct **user research, competitive analysis, and UX exploration** to identify user needs, define product opportunities, and inform information architecture, user flows, and interaction models.
- Create **wireframes, high-fidelity prototypes, and responsive UI** for web, iOS, and Android, balancing usability, visual hierarchy, and technical constraints.
- Build scalable **Figma component libraries, design systems, and brand guidelines** to support consistency across products and accelerate design iteration.
- Partner with product managers and engineers to evaluate technical constraints, refine interaction patterns, and improve implementation quality.
- Present design concepts and prototypes to executive stakeholders, connecting design decisions to user needs, product goals, and business outcomes.

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