

Darby Minter

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Senior Product Designer and Creative Strategist with 10+ years of experience partnering with cross-functional teams to define product strategy and design thoughtful, user-centered experiences that deliver measurable impact.

EXPERIENCE

Senior Product Designer

IKEA, Summer 2022– present

- Leads design deliverables across multiple teams within an end-to-end experience, driving consistency and direction within the domain across both internal and customer-facing tools
- Collaborates with product owners, developers, and business stakeholders to align goals, roadmap planning, and product strategy with design priorities
- Leads iterative user research through remote and in-person interviews, field studies, surveys, usability tests, and a/b tests to validate design decisions and align business objectives with user needs
- Facilitates cross-functional workshops to encourage collaboration and co-creation of new and existing products that align with customer feedback and business needs
- Establishes design best practices through industry benchmarking
- Promotes human-centered design thinking and articulates the business value of design to stakeholders for broad understanding and adoption

Senior Product Designer

DonorPerfect, Summer 2021– Summer 2022

- Designed wireframes, prototypes, and UI elements for new and existing web experiences that adhered to both industry and brand standards
- Conducted research using quantitative and qualitative methods to identify work flows, user frustrations, and opportunities

UX Supervisor

Pep Boys, Winter 2019– Summer 2021

- Led redesign of Pep Boys service and ecommerce website, improving site usability, load speeds, and conversion rates
- Collaborated with project managers, developers, leadership, and external agencies to create digital solutions for internal and customer-facing tools

Senior Designer

Pep Boys, Winter 2016– Winter 2019

- Managed the creative direction and adherence to the Pep Boys brand while designing various print and digital assets for new and recurring initiatives to improve sales and visibility

Designer

Time for Kids, Fall 2014– Winter 2016

EDUCATION

UX Design Certificate

General Assembly, Fall 2020

BFA in Communication Design

Kutztown University, Spring 2014

TOOLS

Figma
Figma Make
Miro
Claude
Jira
Userzoom
UserTesting
Sketch
inVision
Fullstory
Adobe suite
Microsoft suite
Google suite

SKILLS

User-centered design
Ux strategy
User interface design
Design systems
Design thinking,
Visual design
Prototyping
A/b testing
Workshop facilitation
Competitive analysis
User testing
User research
Usability testing
WCAG AA accessibility