

PAULINE GEFIN

Product Designer

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Strategic Product Designer with 12+ years of cross-functional experience, including 2+ in UX. Led discovery and design initiatives that doubled task success to 85% for 500K+ users, applying research-driven decision-making to deliver clear user flows, scalable systems, and high-impact product outcomes.

SKILLS

TECHNICAL SKILLS

Agile Product Development
Research & User Testing
User Flows & User Journeys
Wireframing & Prototyping
Product Strategy
Visual Design
Information Architecture
Responsive Web Design
Customer Experience Funnel

DESIGN TOOLS

Figma
Notion
Adobe Suite
Usability Hub
Optimal Workshop
Userberry

EDUCATION

UX/UI Design Certification

CareerFoundry

Master's Film Production

MET Film School

WORK EXPERIENCE

PRODUCT DESIGNER

Foundation for Intentional Community | OCT 2024 – SEP 2025 | US (Remote)

- **Delivered a 50% increase in task success and decreased completion time by 39%** by redesigning the community directory's filtering experience, improving navigation and accessibility for 500K+ users.
- **Achieved a 37.5% increase in task success and a 43% improvement in perceived ease of use** by restructuring listing information architecture and content hierarchy.
- **Aligned cross-functional stakeholders across the CX lifecycle** by facilitating workshops with 10+ participants, translating competing priorities into cohesive end-to-end user flows.
- **Improved design delivery speed by 25%** by establishing early alignment loops with developers and clients, reducing rework and accelerating implementation.

UX RESEARCHER

We Help & Care Myanmar | APR 2024 – SEP 2024 | US (Remote)

- **Extracted 4 actionable insights from 8 user interviews**, identifying critical pain points across core user flows to inform design direction.
- Presented **8 research-backed recommendations** to cross-functional teams, shaping product strategy and aligning design decisions with user and business goals.
- **Designed usability testing frameworks** (test plan, screener, discussion guide) that increased feedback quality and accelerated iteration cycles.

VOLUNTEERING

Design Operations Facilitator | Agile Coach

Tech Fleet | Apr 2025 – Present | US (Remote)

- **Increased cross-functional collaboration by 20%** by facilitating workshops that improved alignment, feedback loops, and shared ownership across product teams.