

Gita Woosley

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PRODUCT DESIGNER & DESIGN LEADER

Full-stack product designer with 16 years of experience delivering thoughtful, scalable digital experiences across tech, finance, and advertising. I bring a hands-on, end-to-end approach — spanning research, strategy, prototyping, and implementation — focusing on aligning business goals with user needs.

SELECTED HIGHLIGHTS

A few standout moments from my career where thoughtful design made a measurable impact:

- Designed user journeys for a complex infrastructure feature, improving collaboration across product, engineering, and legal teams and boosting team productivity.
- Revamped usability testing at OutSystems, cutting analysis time by 50% and accelerating iteration.
- Conducted a site audit that helped win a major redesign pitch.
- Created an ad treatment for USAA that achieved a 15x higher click-through rate than average.

CORE SKILLS

Design Expertise: User research, design strategy, wireframing, prototyping, interaction design, visual design, accessibility.

Methods & Frameworks: Data-driven design, user journeys, conceptual design, site audit, design systems, agile (Scrum, design sprints).

Tools: Figma, Sketch, Adobe XD, Miro, OutSystems, PowerBI, Photoshop, Visio, Jira, Confluence, HTML/CSS awareness.

Industries: Tech, fintech, healthcare, advertising, B2B, B2C, internal tools.

PROFESSIONAL EXPERIENCE

Self-Employed | San Antonio, TX

Nov 2023 – Present

Supporting client and self-initiated projects with a focus on design strategy, usability, and emerging tools.

INDEPENDENT PRODUCT DESIGNER

Supporting small businesses and early-stage teams with UX and product design while continuing to explore how emerging tools like AI can enhance design workflows.

- Delivered UX strategy, research, and high-fidelity design for small business and startup projects.
- Continued developing expertise in AI-assisted tools and advanced usability testing practices.

OutSystems | US Remote

Jan 2021 – Oct 2023

OutSystems is a low-code development platform for creating enterprise-grade and mission-critical applications.

LEAD PRODUCT DESIGNER

Managed end-to-end user experiences of complex projects, defining product vision, identifying opportunities, producing conceptual designs and prototypes, and overseeing implementation.

- Crafted user journeys to simplify the complexity of the Log Streaming project, synthesizing insights from varied stakeholders—product management, engineering, pricing, customer success, marketing, and legal—and markedly amplifying team productivity.
- Led user research that informed data-driven UX improvements and boosted adoption.
- Led the transformation of usability testing methods, achieving a 50% reduction in analysis time, thus facilitating faster iteration cycles and improved stakeholder engagement.
- Partnered with product, engineering, and data teams to define KPIs, enable analytics, and ensure solutions aligned with roadmap strategy and scaled across future use cases.
- Crafted mock-ups and prototypes using the OS design system, ensuring a consistent and effective design language.

- Led UX learning sessions covering various topics, including data-driven UX design, increasing the team's proficiency in various UX principles.
- Executed successful stakeholder management, design workshops, and other reviews remotely.
- Excelled in a remote environment, influencing stakeholders across global locations through clear communication.

Jaques (formerly Havas Tonic) | New York, NY

Jul 2019 – Jan 2021

Jaques is a fully integrated wellness agency.

LEAD EXPERIENCE DESIGNER

Managed UX across multiple projects, mentoring junior designers, and staying current with evolving design trends.

- Led the product design of the launch of a new HIV medicine, visualizing customer journeys to optimize the user experience and managing the responsive mobile-first site creation from strategy to implementation.
- Conducted competitive analysis and audit of a client's depression medicine website, collaborating with data scientists to deliver evidence-based recommendations that led to a successful redesign pitch.
- Created detailed functional specifications that serve as blueprints for development, references for quality analysis testing, and historical documentation for the team.
- Advised project teams on WCAG web accessibility, offering guidelines and checklists to ensure compliance.

DDB Worldwide | New York, NY

Oct 2013 – Feb 2019

DDB is a highly-ranked, worldwide advertising agency.

LEAD USER EXPERIENCE ARCHITECT

Led UX strategy and design delivery for clients including State Farm, Merck, and Heineken. Managed projects from concept to execution, working closely with cross-disciplinary teams and client stakeholders.

- Redesigned State Farm's content marketing platform, boosting traffic to acquisition pages.
- Conducted site-wide audits and heuristic evaluations to uncover strategic design opportunities.
- Delivered wireframes, prototypes, and specs; mentored junior designers and led quality reviews.

DDB Worldwide | New York, NY

Oct 2012 – Oct 2013

USER EXPERIENCE STRATEGIST

Shaped UX research and QA strategy for major accounts, helping teams deliver focused, high-quality design work.

- Managed UX governance for State Farm, overseeing design reviews for quality and consistency.
- Developed research strategies for concept and usability testing.
- Presented UX deliverables to internal teams and client leadership to guide decisions.

USAA | San Antonio, TX

May 2007 – Oct 2012

USAA is a Fortune 500 full-service financial services provider serving military personnel and their families.

USER EXPERIENCE ARCHITECT I & II

Led UX efforts across multiple platforms at USAA, translating complex requirements into intuitive user experiences.

- Collaborated cross-functionally with research and development teams to deliver scalable design solutions.
- Created an ad treatment for Home Value Monitoring that achieved a 15x higher click-through rate than average.
- Led design work for the Home Circle project, increasing real estate-related traffic by 25–35% YOY and boosting acquisition.
- Redesigned mortgage alerts flow, increasing acquisitions by 20% and driving 5,000+ new quotes monthly.

EDUCATION

BBA in Management Information Systems | Texas A&M University | College Station, TX May 2001 - May 2005