

Lenya King

UX • PRODUCT DESIGN

*10+ years of in-house, enterprise,
& agency experience*

I'm a results-oriented designer & strategist based in NYC with over a decade of diverse experience. I'm seeking a full-time position with a company whose people-centric values are present in their brand and actions. I'm an inclusive team player, with a proclivity towards action and a desire to strengthen my mentorship and managerial skills inside an innovative organization.

Recent Experience

Product Experience Design Lead

Mastercard • 2022 - 2023 • New York, NY

- Worked alongside leadership on international cross-functional team building new solutions within Mastercard's Cloud Commerce suite of products.
- Leveraged design systems and conducted user testing to support new designs; user testing results validating core features via WEVO included qualitative and quantitative scores of 86% and 88% from almost 200 participants.
- Elevated Cloud Commerce global, partner, and merchant administrator experiences, including login, account creation, user management, Point of Sale (POS) configurations, and device management.

Interaction Design Lead

Code and Theory • 2021 - 2022 • New York, NY

- Lead designer on cross-functional global teams on products for industries including finance, e-commerce, luxury gaming & resorts, and global online dating.
- Worked closely and collaboratively with key VP stakeholders and clients, including KPMG, Benadryl, The Venetian Resort Las Vegas, and HER app.
- Increased user adoption by 40% and drove site engagement by optimizing several key user experiences for The Venetian Resort Las Vegas.

Product & Experience Design Consultant

Lenya Designs • 2018 - 2021 • New York, NY

Clients included: Publicis Sapient, Major League Baseball, Mastercard, and H&L Digital

As a consultant, I joined projects on cross-functional teams in finance, technology, enterprise, and sports verticals:

- Optimized customer-facing internet troubleshooting guide for Comcast Business (CB) and reimagined a more user-friendly CB user directory. CB received Bronze Stevie® Awards in both "Achievement in User Experience" and "Achievement in User Interface Design" for its web experiences.
- Strategized implementation of advanced encryption technology while collaborating with internal Mastercard teams to identify and design solutions to integrated merchant checkout experience.
- Improved new video highlight reel creator tool and optimized MLB video page experience.
- Designed digital solutions for supply chain management clients, including redesigning B2B e-commerce sites and mobile tools.

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Specialties

HARD SKILLS

Design

Graphic Design	Rapid Prototyping
Info. Architecture	UX Design
Interaction Design	Visual/UI Design
Product Design	Wireframing

Research & Strategy

Affinity Diagramming	Process & User Flows
Contextual Inquiry	Risk Management
Competitive Audit	Storyboarding
Heuristic Evaluation	User Research
Journey Mapping	User Interviews
Persona Development	Usability Testing

POWER SKILLS

Active Listener	Evidence-based decision making
Creativity	Flexibility
Cross-Functional Collaboration	Horror Movie Trivia
Curiosity	Mentoring
Empathy	Public Speaking

TOOLS

Adobe Creative Cloud	MURAL
Confluence	Notion
Figma	Omnigraffle
InVision	Pen & Paper
Jira	Principle
Keynote	Sketch
Miro	Zeplin
MS Office	

Education

Mass. College Of Art & Design
2009 • Boston, MA

BFA in Graphic Design



Additional Experience

Senior UX Designer

Infor • 2016 - 2018 • New York, NY

- Organized, tailored, and moderated virtual user testing sessions based on personas and use cases.
- Supported development of pivotal milestones and requirements for products in healthcare, CRM, retail, finance.
- Collaborated with product teams to design interfaces for both mobile and web applications, including delivery of high-quality design documentation: sketches, sitemaps, user flows, wireframes, and mockups.
- Created prototypes to demonstrate interactions and test usability.

Founding Designer

Global Community Charter School • 2013 - 2016 • New York, NY

- In-house designer supported the growth of a new elementary charter school in Harlem, NY.
- Redesigned school website, increasing traffic by 400% and online enrollment applications by 300% in the first six months.
- Determined and implemented short-term and long-term marketing goals, including recruitment and retention of staff and students, and expanding the school's media footprint.
- Created and launched Global Greetings fundraising initiative, a collection of greeting cards featuring artwork by students.

Visual & UX Design Consultant

Lenya Designs • 2010 - 2013 • New York, NY

Key Clients included: DIRECTV, Ralph Lauren, Digitas Health, & Motorola Solutions

As a consultant, I joined projects on cross-functional teams in fashion, data communications & telecommunications equipment, healthcare, and digital television entertainment verticals:

- As UX Designer, collected and analyzed data from usability testing sessions, user interviews, and research findings while developing process maps, user flows, wireframes, specifications, and other artifacts to describe the intended user experience.
- Collaborated on cross-functional team as Interaction Designer and designed, translated, and oversaw the production and launch of new features for StyleGuide and RL Magazine on RalphLauren.com; contributed to the planning, design, execution, and launch of German and French sites for Ralph Lauren's online magazine, with traffic reaching an average of 3.22M visits per month; created landing pages, web banners, emails and other promotional materials; restructured web standards with developers for RalphLauren.com.
- Worked as Visual Designer in partnership with UX Team designing various user interface iterations based on research and usability test results for Motorola mobile application.

Public Speaking

Panelist

MassArt Presents: Leveraging Your Creativity At Work

2023 • Remote

Spoke alongside other MassArt college alumni how we've managed our careers from creative and neurodivergent perspectives. Hosted by Massachusetts College of Art and Design.

Speaker

100s Under 100

2019 • New York, NY

Presented Talk: *Running Upstairs: What Horror Movies Can Teach Us About Making Smarter Decisions*

Panelist

Career Changers

2018 • New York, NY

Participated with other women in tech on panel discussion of career change. Hosted by Girl Develop It.

Volunteer Work

Volunteer

New York Cares

2018 - Present • New York, NY

Mentor

Hexagon UX

2019 - 2020 • New York, NY

Mentor

Women Who Create

2018 - 2019 • New York, NY