

GINA LIPPITT-DROHAN

UX / PRODUCT DESIGNER

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SUMMARY

Product Designer specializing in data-heavy workflows for enterprise and B2B SaaS products. Experience contributing to large-scale design systems and shipping within multi-product platforms.

EXPERIENCE

Product Designer - Zilliant | September 2024 - July 2026

- Led the end-to-end design of key Pricing+ experiences, including data ingestion, admin, and authentication, to improve how users access and manage their environments.
- Built foundational design system components that improved consistency, scalability, and delivery efficiency.
- Partnered with cross-functional teams on user research and discovery, using insights to inform design decisions, uncover edge cases, and shape product direction.
- Shaped onboarding concepts through facilitated workshops, streamlining setup and time-to-value.

Product Designer - Embroker | November 2023 - September 2024

- Facilitated cross-functional workshops to align on and deliver complex web and mobile updates.
- Leveraged user interviews, usability testing, and product analytics to inform design recommendations that improved the end-to-end consumer experience and increased total premium per purchase.
- Used A/B testing to drive iterative improvements on direct consumer applications, reducing drop-off rates and increasing quote to bind conversion by 12%.

Experience Designer - Razorfish (Client: Citi) | June 2021 - September 2023

- Designed UX solutions and interaction patterns for Citi's retail banking platform, improving product features while aligning with brand and design system standards.
- Partnered cross-functionally to define requirements and produce annotated documentation for efficient engineering handoff.
- Migrated product documentation from Sketch to Figma and supported adoption of a complex design system across deliverables.

Senior Accountant - AirCFO | June 2020 - April 2021

- Advised 10+ high-growth startups on process improvements, financial analysis, and accounting best practices, with a focus on operational efficiency and technology adoption.

UX Design & Research Intern - TenantCloud | January 2020 - May 2020

- Redesigned the payments and verification experience, resulting in a 60% increase in task completion during testing.

SKILLS & TOOLS

Product Design • UX Research • Interaction Design • Design Systems • Prototyping • Usability Testing

Workshop Facilitation • Figma • AI Tools (Claude, Cursor) • JIRA / Confluence • Miro • Adobe CC • HTML / CSS

EDUCATION

UX Design Certificate - General Assembly

Bachelor of Business Administration (Accounting) - University of North Texas