



## Ginger Song

### Product Designer

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## About

Native New Yorker creating meaningful and accessible experiences through design. In her free time, she loves to make ceramics, play Animal Crossing, and bake bread.

## Tools

### Design

Photoshop  
Illustrator  
Premiere Pro  
After Effects  
Indesign

### Prototyping

Figma  
Sketch  
Adobe XD  
InVision  
HTML/CSS

## Competency

### Visual

Branding  
Typography  
Iconography  
Photography

### Research

Wireframing  
Storyboarding  
Prototyping  
User Research

## Education

State University of New York, New Paltz, BFA in Graphic Design Class of 2019

## Experience

### Philosophie by Infobeans – Product Designer

August 2022 – December 2022 • Remote

Product Designer on an intimate team. Created a comprehensive design system for Alation, a significant client. **Philosophie is a reputable design agency providing diverse product design work to clients ranging from early stage start-ups to Fortune 500.**

- Refreshed and modernized Alation's brand by revamping its color library, selecting a new font contingent on accessibility, creating text styles using type scale, and consolidating iconography.
- Led weekly demos and sprints for client to ensure fast-paced work, and oversaw engineering execution with shipping new components.
- Created over 30 components, from simple atoms to complex organisms – all in a detailed and organized Figma file for hand-off.
- Redesigned their data catalog page and application's frame with updated components plugged in. We created an intricate prototype of this page in Figma and presented it as part of our final hand-off.
- *\*Was sadly laid off after completing project, not performance related*

### Abound – Visual Designer, Growth

December 2021 – August 2022 • Remote

Lead Visual Designer on the Growth team focusing on key brand campaigns and UI/UX enhancements for web experience. **Abound is an e-commerce wholesale marketplace targeting small businesses.**

- Led design and branding for major website campaigns, including one that produced the greatest GMV to-date.
- A/B tested several product updates, specifically in the check-out flow to increase sales and retention.
- Designed landing pages to enhance conversion rates of new and existing retailers and brands.
- Spearheaded design execution for Live Shopping, a flagship product and key differentiating offering amongst competitors.
- Contributed key components to shared design system library.
- Created printed materials, including a Brand Success Guide booklet, calendar, seasonal postcards, business cards, and more.

### Vitapod – Visual Designer

April 2021 – December 2021 • NY, NY

Lead designer working on visual, brand, UI / UX, and product design for Vitapod, **a start-up drink system company that dispenses vitamins into your water.**

- Rebranded and redesigned the Vitapod website to help capture an expanded consumer user group. This included creating a refreshed style guide and contributing to a brand new design system.
- Conducted user research to pinpoint the target audience, created wireframes conveying the user journey on desktop & mobile.
- Other tasks included package design, emails/social, and videography.

### CultureFly – Graphic Designer

July 2019 – April 2021 • NY, NY

Junior Graphic Designer promoted to Graphic Designer at CultureFly, **a start-up company that makes official licensed subscription boxes and products for pop culture fans.**