

ANGEE ATTAR

angeeattar.com
angeeattar@gmail.com
412 953 2223

2018 **R/GA** **NEW YORK**
Sr. Experience Designer
Experience Designer
Assoc. Experience Designer

Worked as a hybrid product designer focussing in prototyping, UI & design systems, content & experience strategy, and product management across digital ecosystem platforms and services. Led creative teams in the collaboration with both internal and external engineering teams to build products from concept to launch.

INSTAGRAM **SITE REDESIGN & LAUNCH**
Redesigned Instagram for Business site to help 200M+ business accounts achieve their marketing goals on Instagram. Led experience design and defined page narratives based in research, created a module design system, and collaborated with developers up to launch.

NIKE **INTERNAL MERCHANDISING PRODUCT PROTOTYPE**
Brought to life an internal software system concept with a full-scale prototype for Nike's account teams to create, sync, and coordinate seasonal merchandising plans with their biggest retail clients.

PLANNED PARENTHOOD **MOBILE APP REDESIGN & LAUNCH**
Redesigned Spot On to become the first period and birth control tracking app to be inclusive of all people who experience periods. Designed a responsive logic and design system to create flexibility for varying health journeys and represented design from QA to launch.

2017 **SID LEE** **MONTREAL**
Creative Tech Intern

Worked with the Experiential Lab Team and Content Creation Team to assist with on-set production, installation design, concepting, and generative computational design for clients including Parkinson Québec, IGA, and The North Face.

2016 **DOBLIN** **TORONTO**
Design Consultant Intern

Conducted rapid prototyping tasks, led and assisted in insight interviews for UX/UI research, and focussed on information design to improve customer experiences for clients including Johnson Insurance and Royal Bank of Canada.

2014—
2018 **CARNEGIE MELLON UNIVERSITY**
Bachelor of Design

Major in Communication Design
Minor in Human-Computer Interaction

Dean's List (2017, 2018)
Freshman Design Studio Teaching Assistant
Sneakerology 101 Instructor