

RAPHAEL FEINSTEIN

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Explore more. Share more. Be purposeful.



MY PROCESS



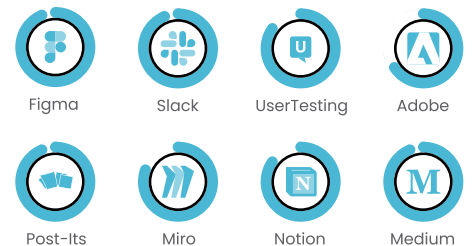
WORK EXPERIENCE

- 2022** **Managing & Principle Designer** **Ethos Life** San Francisco, CA (Remote)
~2 yrs
Rebuilt design practice, defining fundamentals, process, strategy and design system. Developed ongoing insight program through research, cx, and analytics. Defined design vision, directing product roadmap and aligning consumer team. Designed quarter-over-quarter conversion lift through x-funnel prod enhancements. Led end-to-end initiatives as design, and successfully PM'ed teams where needed.
- 2021** **Sr. UX Designer** **GoodRx** Santa Monica, CA (Hybrid)
1.5 yrs
Visioned the integration of insurance, then designed current and future phases. Established a new, proven framework for growth incentivization.
- 2018** **Sr. User Experience Designer** **Ladder Life** Palo Alto, CA
3 yrs
Led 0-1 visioning and design for the native app, executing from MVP beta to V2. Designed end-to-end experiences for various objectives, including a full rebrand. Integrating moderated and un-moderating testing into everyday design practice. Optimized team workflow by building a full scale design library with over 650 assets.
- 2016** **Product Designer** **eBay** San Francisco, CA
2 yrs
Iterative development cycles between research, design, and critique. Advocated for and established the design org's use and process for usertesting.com. Delivered new first-time ux with social registration, increasing key org metric by 5+%.
- 2015** **UX Intern** **Blizzard Entertainment** Irvine, CA
.25 yr
Organized intern scrum team through development lifecycle, defining our product. Developed concept through rapid prototyping, user feedback, and iteration. Implemented an application to support cross department employee interactions.
- 2014** **Associate Instructor** **Indiana University** Bloomington, IN
2 yrs
Mentored multiple first year HCI Master student project groups. Provided in-situ and documented feedback to every design team on all projects.
- 2012** **Systems Integration Analyst** **Accenture** Chicago, IL
2 yrs
Led client facing meetings to design logic use cases based on state policy. Worked closely with developers to ensure end-to-end design and functionality. Ohio Medicaid went live on time, impacting over 3 million citizens.

STATEMENT

Full stack design leader with proven success in building innovative products. Specializing in UX/UI strategy and guiding creative teams towards long-term success. Showcasing a passion for development lifecycle, with expertise in solving complex consumer problems.

TOOLS



EDUCATION

- Indiana University
HCI & DESIGN MS 2014 - 16
Informatics BS 2008 - 12

INVOLVEMENT

- Runner** **Spartan California** Ongoing
Designer **Umbr** 2022 - Present
Los Angeles
Participant **Saastr** 2023
San Francisco
Participant **IXDA** 2017
California