

# Emily Anding

Designing systems, experiences, and products that make lives better.



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## EXPERIENCE

### **Brex, Staff Product Designer | Remote**

MARCH 2025 - PRESENT

- Led design strategy across the company partnering with Engineering and Product leaders to define org-wide problems
- Led discovery and problem definition of internal tooling across Brex and led redesign of tooling to roll out across all Ops teams, saving headcount and labor hours across company
- Led analysis of gaps in the current product xp and led redesign of Credit L2 to simplify the customer xp

### **Senior Product Designer**

FEBRUARY 2024 - FEBRUARY 2025

- Owned the core banking product and researched, designed, and prototyped future state for web and mobile experience leading to no customer churn, a 28% increase in ARR, and \$8B in deposits directly driving Brex's NRR
- Led design team in sprints, jams, and workshops to quickly build, iterate, and launch features

### **Design Manager**

JANUARY 2023 - FEBRUARY 2024

- Led team of Product and Content Designers in design process, coaching and mentoring directs to do the best work of their career
- Built User Research function within the Design org
- Led strategy and roadmapping for quarterly planning based on business OKRs
- Owned external customer comms ecosystem and in product 'Inbox' surface

### **Senior Content Designer**

JANUARY 2022 - JANUARY 2023

- Led education and content strategy for Customer Journey team
- Wireframed product experiences in Figma to build user learning pathways
- Built best standards and practices in Content Design across Design org
- Led customer research calls and usability research for products in pipeline

### **IDEO U, Teaching Lead | Remote**

DECEMBER 2016 - DECEMBER 2023

- Managed team of course facilitators responsible for training and development
- Led Teaching Team's design and implementation of prototypes and experiments to increase learning and engagement for Human Centered Design online courses

## EDUCATION

### **MBA Design Strategy**

College of William and Mary  
*Beta Gamma Sigma Honors*  
*Business entrepreneurship*  
*immersion in Thailand and Cambodia*

### **BA Environmental Policy**

Colorado College  
*Received grant to research in Italy food-labeling and behavioral economics*

### **Social Anthropology**

University of St. Andrews  
*Led research in Morocco studying Berber nomads' loss of kasbah culture*

## SERVICE

### **FASPE Ethics Fellowship**

Studied contemporary ethical business issues in Poland/Germany with Holocaust as background

## SKILLS

Service design, product design, design thinking and workshop facilitation, user research, Figma, learning psychology

- Partnered with Product team to develop strategic vision for course evolution, building curriculum from 2 to 10 courses
- Facilitated weekly human centered design courses including Business Design, Design Research, Prototyping, Designing for Change, Service Design
- Managed health of learning community to Fortune 100 C-Suite executives

### **Robinhood, *Senior Content Designer* | Remote**

SEPTEMBER 2020 - DECEMBER 2021

- Led content and user education strategy for in-app and web
- Led strategy and design of in-app Education Center including user interactions
- Collaborated closely with design, product, research and legal teams to build delightful experiences and shape the product roadmap for in-app learning moment
- Worked cross-functionally to deliver necessary content to empower internal teams, including Marketing, Comms, Compliance, Eng, Ops, and CX

### **Lyft, *Experience Designer - Learning* | San Francisco**

SEPTEMBER 2019 - MAY 2020

- Led design and strategy of in-app Learning Center
- Designed, built wireframes and content of adult learning for +2M drivers throughout their lifecycle, including bite-sized help, in-person, & e-Learning courses
- Partnered with Growth, Brand, and Product Marketing to create content
- Led XFN team of 35 across Marketing, Product, Design, Creative, & Legal to reimagine content and measurement mechanisms for in-app learning product

### **GE Digital, *Design Strategist* | Saudi Arabia & Thailand**

SEPTEMBER 2018 - SEPTEMBER 2019

- Designed and led workshops in Saudi Arabia driving governmental design of future smart technology landscape driving national economy
- Conducted onsite experience workshops in Australia for water & renewables sector
- Facilitated organizational design and digital accelerator transformation workshops in Thailand, leading sustainability initiatives in oil & gas industry

### **General Mills, *Employee Experience Strategist* | Albuquerque**

SEPTEMBER 2017 - SEPTEMBER 2018

- Facilitated design thinking and leadership development workshops for technicians
- Managed employee engagement survey and quantitative analysis
- Managed data analysis of talent pipeline, recommending recruitment strategy to save \$600K

### **Colorado College, *Assistant Director* | Co. Springs**

MAY 2012 - MAY 2015

- Led recruiting team with 16 direct reports, increasing applications by 17%
- Traveled to Bosnia, Turkey, Italy, Switzerland, UK, France, Netherlands conducting interviews and focus groups researching student behaviors and decision making, serving as primary research for communication strategy
- Presented information sessions up to 150 people