

Marcella Lehman

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SUMMARY

Aspiring Product Designer transitioning from product development and sourcing, with 4+ years of experience working cross-functionally on product execution, user-focused design support, and iterative development processes. Currently building UX/UI design skills with a focus on creating intuitive, user-centered digital experiences using Figma and design-thinking principles.

WORK EXPERIENCE

Product Development & Sourcing Coordinator, *Silver Buffalo LLC., New York, NY* Jan 2024 - Present

- Collaborate with design and merchandising teams to translate creative concepts into structured product specifications and final deliverables
- Support development workflow by organizing product visuals, materials, and design direction across multiple product lines
- Review samples and provide feedback to ensure alignment with intended design, quality standards, and brand consistency
- Partner with cross-functional teams and external vendors to refine product details, including structure, materials, and usability considerations
- Improve internal tracking and review processes to streamline communication between design, sourcing, and production teams
- Coordinate with overseas manufacturers to ensure accurate execution of design intent throughout the product development lifecycle

Design & Licensing Assistant, *Silver Buffalo LLC., New York, NY* Oct 2021 - Dec 2023

- Supported design and licensing teams in adapting licensed artwork into product-ready layouts and packaging applications
- Assisted in creating visual presentation materials, mockups, and product line decks for internal and stakeholder reviews
- Developed standardized templates for product visuals and packaging renders to improve consistency and workflow efficiency
- Participated in design review cycles by organizing assets, tracking approvals, and supporting iteration between creative and production teams
- Collaborated closely with design, licensing, and product teams to support concept development and execution workflows

UX/UI Design Consultant, *Ner Chat, New York, NY* May 2024 - June 2024

- Supported early-stage interface design concepts and visual layouts for digital product experiences
- Assisted in creating wireframes, UI mockups, and presentation assets for product review and iteration
- Collaborated with design and development teams to support user experience improvements and design refinement

Research and Projects

Naasa Travel

UX Research Project / School Project / Figma

- Conducted an end-to-end UX design process for a travel planning app, including user research, competitive analysis, affinity mapping, and task flow development over a 2-week project

- Synthesized insights from user interviews and surveys to identify key pain points, including time-consuming trip planning and lack of personalized itinerary support
- Designed wireframes, UI screens, and an interactive prototype in Figma, incorporating usability testing feedback to refine navigation and improve access to core features

NPR News

UX/UI Design Project / School Project / Figma

- Conducted UX research for a news personalization feature concept, exploring how users can receive more relevant and trustworthy news content aligned with their interests
- Led user interviews and competitive analysis (C-SPAN, NYT, PBS, Twitter) to identify key pain points around lack of personalization and declining trust in news sources
- Designed a community-based feature concept in Figma, including user flows and task flows, and validated usability through user testing with positive feedback on improved content relevance

SKILLS

Strengths:

Product Thinking | Visual Communication | Design Translation | Cross-Functional Collaboration | Concept Development Support | Sample & Iteration Review | Workflow Optimization | User-Centered Thinking | Presentation Design

Tools:

Figma | Adobe Illustrator | Adobe Photoshop | Microsoft Excel | PowerPoint | Monday.com | Miro | Google Workspace | ERP/PLM Systems

EDUCATION & CERTIFICATIONS

<i>Queens College, The City University of New York</i>	June 2021
Bachelor of Fine Arts in Design ~ Graphic Design	
<i>Parsons School of Design</i>	Jan 2024
User-Centered Design (UX/UI) Certificate	
<i>Fashion Institute of Technology</i>	June 2022
UX Design Certification Program	