

Leah Giacalone

Product Designer | UX Researcher

Experience

GameChanger, New York, NY

Senior Product Designer | April 2022 – Present

Product Designer | January 2020 – April 2022

- Led the research and design for a cross-functional team focused on youth sports fans' engagement with live game video, animations, statistics, and radio on iOS and Android products from start to finish, including: user & competitive research, wireframing & prototyping, user testing, development efforts, design QA, and feature launch
- Spearheaded the creation of GameChanger's first design system

AllianceBernstein, New York, NY

Product Designer | April 2018 – January 2020

- Conducted user research with clients and advisors to gain insight for the design of new features for the iOS app and web
- Designed wireframes and prototypes, and wrote copy for new features
- Led meetings to obtain alignment on MVP & UX deliverables with business stakeholders and developers
- Performed usability testing and iterated on user flows

Data Analyst | January 2018 – April 2018

- Researched and designed new key metric report for salespeople using a user-centered approach
- Collaborated with colleagues to understand opportunities for automation and helped design solutions
- Taught a Python introductory course to 15+ employees

Business Analyst | Summer 2016 & June 2017 – January 2018

- Interviewed users and stakeholders to understand needs and worked with developers to design a messaging bot to automate trades
- Gathered user feedback and used trade data analytics to develop an algorithm to flag trades with high potential for error

Broadcom, Andover, MA

Software Engineer | Summer 2015

- Wrote Python scripts to verify accuracy of software developed for hardware testing
- Completed code coverage for modules in proprietary software

Contact

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Tools

Sketch

InVision

Proto

Miro

Procreate

Overflow

Programming

Python

R

SQL

Education

Wesleyan University

Sep 2013 – May 2017 | Middletown, CT

BA, Economics & Data Analytics

- Varsity Lacrosse Captain
- Calculus Tutor
- Data Analytics TA

University of Cape Town

Fall 2015 | Cape Town, South Africa

Interests

Soccer & lacrosse coach

Procreate illustrator

Bike enthusiast

Stem cell donor

Enjoy live music, peanut butter, & hiking