

LATASHA HATCHER

PRODUCT DESIGNER

404-993-4282

hello@lrhatcher.com

www.lrhatcher.com

SUMMARY

Experienced Senior Product Designer with a strong background in UI/UX design, user research, and product strategy. Skilled in design systems, interaction design, accessibility (WCAG), and prototyping to create intuitive and effective digital experiences. Adept at optimizing user workflows, improving engagement, and collaborating with cross-functional teams to develop user-centered solutions. Passionate about usability, design thinking, and creating seamless digital interactions.

EDUCATION

Troy University

B.S. in Graphic Design | 2003 – 2007

SKILLS

- Figma
- Wireframing
- Adobe Creative Suite
- User Research
- Usability Testing
- Responsive Design
- HTML & CSS
- Competitor Analysis
- Prototyping
- Journey Mapping
- Maze
- iOS / Android Design
- Agile & Scrum

CERTIFICATIONS

- Product Designer (UXCEL)
- UX Researcher (UXCEL)

WORK EXPERIENCE

MessageGears | August 2019 – January 2025

Atlanta, GA

Product Designer

- Led the UX strategy and design system implementation to enhance product consistency and usability.
- Conducted user research, usability testing, and A/B testing to validate design decisions and improve user engagement.
- Designed low fidelity wireframes, high fidelity mockups, prototypes, journey maps, and user flows using Figma and Adobe XD.
- Improved accessibility (WCAG) and interaction design, ensuring compliance with industry standards.
- Mentored our junior designer, interns and collaborated with engineers to refine UX best practices and improve design handoffs.
- Contributed to the Design System, determining reusable components and providing recommendations for new UI patterns.
- Served as the sole designer for three years, leading multiple concurrent initiatives to drive product enhancements and user experience improvements.

State Farm | 2017 - August 2019

Dunwoody, GA

Software Developer

- Participated in the full software development cycle including coding, testing, implementation, support and sunset.
- Applied user experience best practices to enhance usability and optimize interaction between customers and the product.
- Utilized agile software development practices, data and testing standards, code reviews, source code management, and delivery.
- Led tactical work, contributed to strategic work (created new or modified existing applications / tools to meet technical specifications or business needs).

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WORK EXPERIENCE

DEX-YP (YellowPages) | 2015 - 2017

Tucker, GA

Sr. Web Designer

- Designed and launched YP Plus Sites and YP Pro Sites, improving SEO rankings and customer engagement.
- Implemented mobile-first design strategies that enhanced user experience across devices.
- Created and designed concepts and mock-ups based on knowledge of layout principles.
- Ensured all websites were user-friendly, functional, and demonstrated effective usability while maintaining compatibility across all devices and browser screens.

Yellowpages | 2013 - 2014

Tucker, GA

Web Designer - Research and Development Team

- Led usability research projects, identifying pain points and optimizing user flows for core products.
- Conducted accessibility audits, ensuring WCAG compliance and improving usability across platforms.
- Designed the user interface of websites using wireframes, storyboards, and mockups.

Yellowpages | 2009 - 2013

Atlanta, GA

Sr. Web Design Team Lead

- Managed a team of 10 designers, optimized workflows, and drove efficiency in project execution.
- Provided mentorship, training, and leadership to junior designers, improving overall team performance.
- Led design system standardization, improving brand consistency across all digital properties.

AT & T | 2008 - 2009

Atlanta, GA

Jr. Web Designer

- Designed and developed responsive websites, ensuring seamless user experience across devices.