LATASHA HATCHER
SR. PRODUCT DESIGNER

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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.
- Collaborate closely with Product Managers, Engineers, Content Designers, and other Product Designers to help discover and define problems and create a productive, minimal, and human experience.
- 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, new features and user experience improvements in our SaaS platform.
- Collaborated with Product Design Manager, Product Management, Stakeholders and Design team to prioritize design features using Jira.

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.

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.

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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 website templates and developed responsive websites ensuring seamless user experience across all devices including mobile.
- Designed banner ads using Photoshop for our small business clients.

EDUCATION

Troy University
B.S. in Graphic Design | 2003 – 2007

SKILLS

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD)

User Research: Maze, Usability Testing, Journey Mapping, Competitor Analysis, Personas, A/B Testing, Analytics (Google Analytics), Insights (META Business Suite)

Development: HTML/CSS, React, Angular

Methodologies: User Centered Design, Design Thinking, Agile, Scrum

CERTIFICATIONS

Product Designer (UXCEL)

UX Researcher (UXCEL)