

LATASHA HATCHER

Plantation, FL
l.r.hatcher@gmail.com

404-993-4282
www.lrhatcher.com

SENIOR PRODUCT DESIGNER

Design with Purpose, Innovate with Empathy

Strategic thinking Senior Product Designer with 5+ years of experience of SaaS and B2B solutions that balance, flexibility, personalization, and measurable impact. Highly skilled in transforming complex user needs into intuitive, scalable solutions through UX/UI design, design systems, research and prototyping. Expert in leading user research, journey mapping and A/B testing to uncover insights that drive product adoption, efficiency and engagement. Highly skilled in Figma, Adobe Creative Suite, and accessibility (WCAG) standards. Known for clear communication, strategic thinking, and cross-functional collaboration with product, engineering, and business stakeholders to consistently deliver seamless and impactful user experiences.

User-Centered Design | Usability Testing | A/B Testing | Personas | Stakeholder Alignment
Journey Mapping | Design Thinking | Agile Methodology | Information Architecture

TECHNICAL SKILLS

Figma | Adobe Creative Suite | Maze | HTML | CSS | React | Angular | JavaScript
META Business Suite | Google Analytics

PROFESSIONAL EXPERIENCE

MessageGears, Atlanta, GA

Senior Product Designer

2019 - 2025

- Owned end-to-end UX strategy and execution for enterprise SaaS products, leading cross-functional design initiatives that improved usability, accessibility, and feature scalability across platforms.
- Led UX strategy and design system implementation, improving product consistency and usability across SaaS platforms, resulting in reducing design debt by 30% and accelerating feature delivery.
- Contributed to the development and maintenance of a comprehensive design system, ensuring consistency and scalability across multiple platforms, reducing redundant design efforts by 40%.
- Conducted end-to-end user research, competitor analysis, surveys, data analysis, usability testing, and A/B testing, improving engagement and reducing friction in key workflows by 25%.
- Facilitated cross-functional design sprints and workshops aligning product teams, accelerate ideation, and validating concepts early in the product lifecycle.
- Designed and created wireframes, mockups, prototypes, customer journeys, personas, interaction flows and user flows in Figma, delivering innovative interfaces.
- Drove accessibility initiatives to achieve WCAG 2.1 AA compliance across core features, enhancing usability for a broader range of users.
- Collaborated with Product Managers, Engineers, and Stakeholders to define and prioritize features based on user and business needs.

MessageGears (Continued)

- Ensured consistency across products by conducting QA and contributing to the design system.
- Created actionable data visualizations (charts, alerts, dashboards) from transforming complex telemetry data, improving decision-making for users.
- Mentored junior designers and interns, raising team performance and streamlining efficient handoffs with engineering.
- Delivered seamless and user-friendly cross-platform experiences for both iOS and Android mobile products.
- Managed multiple initiatives simultaneously, ensuring alignment with product strategy and on-time delivery.

State Farm, Atlanta, GA**Software Developer**

2017 - 2019

- Contributed to the full-stack development of customer-facing insurance applications, enhancing usability, performance, and delivery speed through agile collaboration and UX integration.
- Integrated UX best practices into the development lifecycle, improving usability and reducing friction in the homepage and "File a Claim" application, contributing to a 20% increase in task completion rates.
- Participated in Agile meetings including daily stand-ups, sprint planning and retrospectives, enhancing collaboration and improving sprint velocity by 15%.
- Worked in a cross-functional team to evaluate and troubleshoot customer-reported issues, contributing to faster resolution times and improved user satisfaction.
- Contributed to full-stack development using Angular, React, HTML, and CSS, accelerating release cycles and supporting scalable front-end architecture.
- Collaborated with UX and front-end teams to align designs with technical feasibility, ensuring seamless implementation and responsive user interfaces.

Dex-YP, Tucker, GA**Senior Web Designer & Front-End Developer**

2015- 2017

- Led design and development of responsive, SEO-optimized websites for small business clients, driving user engagement and mobile conversion through data-informed UX strategy.
- Designed and launched YP Plus and YP Pro Sites, improving organic SEO rankings and increasing user engagement by 30% across small business portfolios.
- Implemented mobile-first and responsive design strategies, resulting in a 40% increase in mobile conversions and improved load times across devices.
- Created wireframes, prototypes, and mock-ups based on user experience principles, layout hierarchy, and performance considerations.
- Conducted browser and device testing to ensure seamless user experience and consistent functionality across platforms and screen sizes.

ADDITIONAL EXPERIENCE**Yellow Pages, Atlanta, GA****Senior Web Designer & Front-End Developer**

- Managed design and development teams to deliver branded, accessible web experiences, aligning cross-functional digital campaigns with business objectives and WCAG compliance.

Yellow Pages (Continued)

- Managed a team of designers and front-end developers, streamlining workflows and reducing average project turnaround time by 20%.
- Designed and developed accessible, responsive websites using HTML, CSS, and JavaScript, while leading usability research to ensure WCAG compliance and intuitive navigation.
- Collaborated with marketing and development teams to launch cross-channel campaigns and ensure creative alignment across digital touch-points.

AT&T, Atlanta, GA

Junior Web Designer & Developer

- Supported web design and front-end development projects by creating responsive templates and visual assets that improved engagement and user consistency across digital channels.
- Developed responsive website templates and banner ads using HTML, CSS, and JavaScript, contributing to a 25% increase in client engagement across small business campaigns.
- Collaborated with cross-functional teams to ensure design alignment with user experience principles and cross-browser compatibility standards.
- Managed full web project lifecycles, from client onboarding to post-launch support, partnering with 25-member team translating business goals into functional websites, achieving 95% on-time delivery and high stakeholder satisfaction.
- Advised 100+ clients on web design, SEO, and performance optimization, gathering requirements and providing strategic guidance that enhanced usability, improved site metrics, and aligned digital presence with business objectives.

EDUCATION AND CERTIFICATIONS

- **Bachelor of Science (BS)**, Graphic Design, Troy University, Troy, AL
- **Product Designer Certification** – *In Progress*, UXCEL - *Expected 2025*
- **UX Researcher Certification** – *In Progress*, UXCEL - *Expected 2025*
- **UX Writer Certification** – *In Progress*, UXCEL - *Expected 2025*