

Latasha Hatcher

SENIOR PRODUCT DESIGNER

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Senior Product Designer with 6+ years leading end-to-end UX/UI for enterprise B2B and consumer facing B2C SaaS platforms. Demonstrated success reducing design debt by 30%, accelerating feature delivery by 40%, and improving conversion through strategic friction reduction. Core competencies include UX strategy, design systems, user research, usability testing, wireframing, prototyping, and front-end development (React, Angular) enabling tight design-to-engineering collaboration. Proficient in Figma, Adobe Creative Suite, and WCAG 2.1 AA accessibility standards. Experienced in Agile methodologies, A/B testing and experimentation, CRO, and data-driven design decisions that improve user engagement, user behavior, retention, and product adoption.

DESIGN, TECHNICAL and AI SKILLS

Figma | UX/UI Design | Design Systems | User Research | Responsive Design | Scalable UI | Agile Methodology | Adobe Creative Suite | Maze | Miro | Jira | HTML/CSS/JavaScript | React/Angular | Codex | Claude Code | Google AI Studio | Figma Make | Figma Buzz | UX Pilot | Base44 | Lovable | Google Analytics | Meta Business Suite

PROFESSIONAL EXPERIENCE

MessageGears, Atlanta GA
Senior Product Designer

2019 - 2025

- **Led end-to-end UX strategy** for enterprise SaaS platform, reducing design debt by 30%, accelerating feature delivery by 40%, and decreasing workflow friction by 25% through strategic design system implementation and user research while translating user behavior data into design decisions.
- **Owned design system development and governance**, ensuring cross-platform consistency while reducing redundant design efforts by 40% and improving handoff efficiency with engineering teams.
- **Drove user research initiatives** including competitor analysis, usability testing, A/B testing, and data analysis to validate design decisions and improve engagement across key workflows.
- **Achieved WCAG 2.1 AA** compliance across core features, expanding product accessibility and usability for diverse user populations.
- **Facilitated cross-functional collaboration** through design sprints and workshops, aligning Product, Technical Writer, Engineering, and stakeholders on feature prioritization and product strategy.
- **Designed comprehensive UX deliverables** including wireframes, user flows, storyboards, sitemaps, low-high-fidelity mockups, prototypes, customer journeys, personas, and interaction flows in Figma for web, iOS, and Android platforms.
- **Transformed complex telemetry data** into actionable visualizations (dashboards, charts, alerts), improving user decision-making and product insights.
- **Mentored our junior designer and PM interns**, elevating team capabilities and streamlining design-to-development workflows while fostering a collaborative environment and raising team performance.

- **Proactively identified usability issues** across projects and influenced Product Managers to prioritize fixes that reduce friction and improve user experience.

The Uptown Chronicles, Atlanta GA (Freelance Role)
UX, Brand & Growth Designer

2023 - Current

- **Spearheaded multi-platform marketing strategy** for animated series across Instagram, Facebook, TikTok, and YouTube, driving audience growth through targeted campaigns and influencer partnerships.
- **Designed a comprehensive brand identity** system and promotional materials including pitch decks, one-sheets, and merchandise using Figma and Adobe Creative Suite.
- **Designed and launched a consumer-facing Shopify** e-commerce store and landing pages, applying UX best practices and CRO strategies to drive conversions and improve the end-to-end purchase experience.
- **Executed email marketing campaigns** and social media content that increased Patreon engagement and conversions through data-driven visual storytelling.
- **Analyzed product performance** using Meta Insights, Amplitude and Shopify analytics to inform design iterations and optimize conversion funnels.
- **Analyzed monthly performance metrics** with leadership to identify trends and strategically prioritize initiatives for maximum brand impact and supporting A/B testing, CRO, and experimentation.

TwoFive, Remote
Freelance Senior Product Designer & Creative Director

2025 - Current

- **Lead end-to-end UX** and visual design for client web projects spanning service businesses, e-commerce, and personal brands, delivering Figma-to-production builds optimized for conversion and brand clarity.
- **Conduct discovery**, competitive analysis, and stakeholder interviews to translate client goals into intuitive site architecture, wireframes, and high-fidelity mockups.
- **Develop brand identity** systems and design guidelines for clients, ensuring visual consistency across web, social, and marketing materials.
- **Leverage AI-assisted** design workflows (Claude Code, Codex, Base44, Lovable) to accelerate prototyping and production timelines without sacrificing design quality.

2017 - 2019

State Farm, Atlanta GA
Software Developer

- **Integrated UX best practices** into full-stack development lifecycle, improving usability in homepage and File a Claim application, contributing to a 20% increase in task completion rates.
- **Developed customer-facing insurance applications** using Angular, React, HTML, and CSS, accelerating release cycles and supporting scalable, responsive front-end architecture.
- **Collaborated cross-functionally** with UX and front-end teams to align designs with technical feasibility, ensuring seamless implementation across devices and browsers.

- **Participated in Agile ceremonies** including daily stand-ups, sprint planning, and retrospectives, improving sprint velocity by 15% and enhancing team collaboration.

YellowPages, Atlanta GA
Senior Web Designer & Front End Developer

2014 - 2017

- **Led design team** at Yellow Pages, streamlining workflows and reducing project turnaround time by 20% while delivering accessible, WCAG-compliant web experiences for small business clients.
- **Designed and developed responsive websites** using HTML, CSS, and JavaScript, resulting in 30% increase in user engagement and 40% improvement in mobile conversions.
- **Launched YP Plus and YP Pro Sites**, improving organic SEO rankings and driving measurable traffic growth across small business portfolios.
- **Managed full web project lifecycles** from client onboarding to post-launch support, achieving 95% on-time delivery across 100+ client projects.

EDUCATION

Bachelor of Science (BS) Graphic Design, Troy University, Troy, AL