

Anthony Ra

Product Designer

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Work History

Reprise . Product Designer

New York, NY (remote) . 07.2021-present

- Foundational design team and designer lead for Reprise platform and analytics/integrations teams.
- Led redesign for the product's platform and analytics pages with emphasis on usability and friendliness for both our builders and sales users.
- Contributed to a working design process and an update to the Reprise design system.
- Founding and leading Reprise's Asian-American & Pacific Islander (AAPI) Employee Resource Group - 'Reprasian'

Freelance . UI/UX Designer

Irvine, CA (remote)

Alien Collective . 04.2021-07.2021

- Lead designer and foundational member of the collective.
- Created a working design system and roadmaps for the platform's user experience and interactive journey v2
- Working with developers in 'building something wonderful'.

nSmiles (Student Success App) . UI/UX Designer

Irvine, CA (remote) . 12.2020-01.2021

- Contract designer through Springboard's 'Industry Design Project'.
- Redesigning user onboarding and user engagement opportunities by identifying existing concerns, iteration, and high-fidelity prototyping. Mobile app is currently marketed and shipped.

Education

Carnegie Mellon University

Pittsburgh, PA . 08.2016-05.2020

BA in Architecture . Minor in Drama
Graduated with University and
College Honors

Springboard

Irvine, CA . 08.2020-02.2021

Certificate . UX Design Career Track
Springboard's Best UI/UX Design
Portfolios 2021

Skills

Digital . Figma . Sketch . Adobe XD . Invision . Marvel . Photoshop . Illustrator . Indesign . Premiere

Ideate . Hand Sketching . Journey Mapping . Prototyping . Usability Testing . Wireframing

Language . English (Bilingual) . Korean (Bilingual) . Spanish (Basic)