

Vanessa Ollice

Principal Product Designer

[Portfolio](#) | [LinkedIn](#) | [Email](#)

SUMMARY

Product designer delivering business outcomes impacting time-to-market, revenue, and brand recognition through data-informed design, systems thinking, and seamless digital experiences.

STRATEGY & LEADERSHIP

- Product Strategy
- Design System Ownership
- AI-Assisted Design Governance
- Organizational Design Strategy
- Cross-Functional Leadership and Team Management

TOOLS & TECHNOLOGIES

- Figma, Cursor, Claude, Adobe CS, Jira
- HTML, CSS
- Analytics & Experimentation
- Testing

EXPERIENCE

Managing Principal Product Designer

World Vision International, Inc. | 4/2025 — Current

- Built a design system adopted across product teams, reducing inconsistencies by 70%
- Reduced design review effort by 40% by establishing governance standards
- Increased time to market by 28%, by leading a redesign of core product workflows

Senior Product Designer

World Vision International, Inc. | 2/2024 — 4/2025

- Led redesign of delinquent payments, recovering \$6.5 mil in one month
- Increased engagement by 52% by designing a post-checkout experience for a subscription model
- Global adoption of a successfully designed and launched product, for increased conversion

Freelance Product Designer

Self-employed | 1/2021 — 2/2024

- Partnered with clients to optimize products in market, scale for accessibility and conversion
- Reduced customer error by 60%, saving internal resource allocation by 10% at the New Hampshire Supreme Court

Senior UX/UI Designer

Samaritan's Purse | 4/2011 — 12/2020

- Increased on-page engagement by 20% through a multi-platform product redesign
- Achieved 80% email click-through rates through end-to-end journey optimization

Mid-Level | 4/2011 — 12/2015

- Increased inbound applications by 300% through a redesign of the application experience and supporting data architecture

B.A. Communication Arts, Graphic Design

Otis College of Art and Design, Los Angeles 2007