

# Emma McCann

**Product designer of 12 years** with roots in psychology and experience designing a **GLP-1 trial app for Pfizer**.

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## Experience

Nov 2025 - present  
Remote

### Lead Product Designer / Pfizer

Led design and user testing for a clinical trial GLP-1 app

Jul 2022 - present  
Remote

### Lead Product Designer / Toptal

Scaled complex B2B startups, winning clients & funding

Redactable AI

Hey Nota AI

Feed.fm

Rostrum Records

Mar 2019 - May 2022  
Remote

### Senior Product Designer / Niftic

**Designed 10+ consumer-facing experiences** from concept to completion. Built robust component libraries and style guides for clients like slco.org, a 100k+ page product.

Mar 2019 - May 2022  
Remote

### Growth Designer / Change.org

Designed variants for over 30 multivariate and A/B tests. Tests led to a 46% lift in conversion rates, 120% increase in paid contributions. **Helped Change.org reach 100k+ members.**

Nov 2016 - Jun 2018  
Manhattan, NYC

### UX/UI Designer / Dow Jones

Amplified Barron's reach via web design to **surpass 500k subscribers**. Devised design solutions for print, web, and more under tight deadlines. Enhanced methods and trained employees how to rapidly execute web ads.

## Education

2015

**General Assembly** / UX Design Immersive

2010 - 2014

**Gettysburg College** / B.A. Psychology, Design