SIENNA WALKER

USER INTERFACE EXPERIENCE DESIGNER

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SUMMARY

Cross-disciplinary UI/UX Designer with 6 years at Meta and Spotify spanning interaction, visual, and research craft. Led Spotify's mobile Now Playing redesign (stream-start +14%) and authored 22 components in Meta Origami used across Family of Apps. NN/g UX Master + Adobe Certified Expert + Google UX Certificate.

SKILLS

Figma & Origami Studio | **Cross-Craft (UI + IxD + Research)** | **Material You & HIG** | **Design System Authoring** | **Generative & Evaluative Research** | **Motion Design (After Effects, Lottie)** | **A/B Testing & Quant Analysis**

EXPERIENCE

User Interface Experience Designer

Spotify

Aug 2022 - Present | New York, NY (Remote)

Cross-craft designer on Spotify's Mobile Listening team.

- Led Spotify mobile Now Playing redesign for iOS and Android; stream-start events rose 14% and skip-to-next rate fell 9% across 380M+ MAU
- Co-led 4 generative + evaluative research studies (Lookback + Dovetail) with 60+ Spotify Premium subscribers
- Owned the visual + interaction design language for Spotify Wrapped 2024 mobile cards; campaign reached 220M+ users with 4B+ social impressions
- Mentored 2 junior designers via weekly Figma + IxD crits

UI/UX Designer

Meta

Aug 2019 - Jul 2022 | Menlo Park, CA

UI/UX Designer on Instagram's Direct Messaging team.

- Authored 22 components in Meta's Origami design system used across Instagram, WhatsApp, and Messenger
- Redesigned Instagram DM thread inbox; thread-open rate rose 18% across 1B+ Instagram MAU
- A/B tested 6 reaction-picker variants; final variant lifted reaction sends 23% with no degradation in NPS

EDUCATION

B.S.

University of California, Berkeley

Sep 2015 - May 2019 | Berkeley, CA

Human-Computer Interaction · GPA: 3.81/4.0

CERTIFICATES

Nielsen Norman Group UX Master Certification

Nielsen Norman Group · 2023

Adobe Certified Expert — Adobe XD

Adobe · 2021

Google UX Design Professional Certificate

Google / Coursera · 2020

AWARDS

Spotify Design Excellence Award

Spotify · Feb 2024

Awarded for Now Playing redesign and Wrapped 2024 mobile-card design language.

LANGUAGES

English

Native

Italian

Conversational

STRENGTHS

Cross-Craft Range — Operate fluently across UI, interaction, and lightweight research without throwing every problem to a researcher.

Outcome Measurement —
Pair every redesign with both quant outcomes (stream-start, thread-open) and qual NPS to avoid Goodhart's law traps.

HOBBIES

Reading • **Hiking**