

# Courtney Remm

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3640 STANTON STREET, 204  
PHILADELPHIA, PA 19129

Product design and strategy leader with a strong track record of shipping for native mobile apps and SaaS products in healthcare, financial services, and e-commerce. Dedicated advocate for inclusive and accessible design solutions; operational leader with experience building design practices and processes; highly engaged mentor and coach for peers and emerging UX professionals.

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## Education

### Thomas Jefferson University

M.B.A. Candidate  
SEPTEMBER 2021 – PRESENT

### Drexel University

B.S. Graphic Design  
2009 | CUM LAUDE

## Coursework

### Harvard Business School Online

Developing Yourself as a Leader  
SPRING 2020

### Massachusetts College of Art & Design

Interaction Design  
FALL 2013

### Boston University

Interaction Design,  
Data Visualization,  
Typography  
SEPTEMBER 2011 – MAY 2012

## Skills

### Strategy & research

Visioning & alignment  
Workshop facilitation

## Experience

### Northstar Money • Remote

Lead Product Designer

JANUARY 2022 – PRESENT

- Building user research practice encompassing user persona definition and operational processes for continuous discovery and research study execution
- Partnering with product and engineering to define solutions, scope, and product requirements
- Facilitating workshops for business stakeholders and cross-functional teams to ideate, align, and make decisions
- Designing consumer-facing features for financial wellness product on web and iOS, from wireframing and content strategy to visual design and prototyping
- Contributing to web design system and component library; own and manage iOS design system and component library

### Vanguard • Philadelphia

UX/Product Strategist

JUNE 2020 – JANUARY 2022

- Drove stakeholder alignment on product vision for consumer mobile app serving 2.5M clients
- Partnered with product owners and other team leaders to define OKRs and prioritize backlogs and roadmaps
- Facilitated workshops for business stakeholders and cross-functional teams to ideate, align, and make decisions
- Led UX strategy with content strategists and user researchers, fostering an interdisciplinary community of practice and giving senior leaders a more cohesive vision
- Mentored and coached UX designers and strategists to hone their craft and level-up their skills
- Developed operational processes; managed day-to-day project tasks and facilitated collaboration sessions for UX designers, writers, and researchers

Design thinking  
methodologies  
User research  
Content strategy  
Data analysis & synthesis  
Defining OKRs & metrics

## Design

User & task flows  
Prototyping  
Wireframing  
Visual design  
Design systems

## Tools & project management

Figma, Sketch  
Invision  
Mural, Miro, Figjam  
Abstract  
ClickUp, Jira  
Notion, Confluence  
Draw.io

## Interests & activities

Hiking  
Travel  
Rock climbing  
Cooking  
Ultimate frisbee  
Basketball (Go Celtics!)

*References available upon request*

**Portfolio password:**  
*MarcusSmart*

## Wellframe • Boston

Lead Product Designer  
Senior Product Designer  
Designer

FEBRUARY 2019 – JUNE 2020  
JANUARY 2018 – FEBRUARY 2019  
NOVEMBER 2016 – JANUARY 2018

- Designed features and capabilities from end-to-end for iOS, Android, and web SaaS products
- Built design system to create consistent and standardized UI patterns; reduced visual design process delivery time by 40%
- Conducted user interviews and usability testing at client sites with B2B product users; synthesized qualitative data and generated actionable insights for product improvements

## BEAM Interactive • Boston

Designer

FEBRUARY 2016 – NOVEMBER 2016

- Participated in design sprints to define and explore future digital experience with and for firm clients; performed design thinking exercises, competitive and landscape analyses, and experience audits
- Prototyped working demos with engineering team, observed user testing, and analyzed insights
- Partnered with producers, account executives, strategists, and copywriters to execute against objectives presented in client briefs

## Wayfair • Boston

UI/UX Designer

FEBRUARY 2014 – FEBRUARY 2016

- Led end-to-end creative redesign of iOS app for iPhone and iPad
- Drove initiative to create mobile style guide and pattern library to reduce engineering effort and unify brand across devices and platforms
- Collaborated with UX writers and engineers to bring UI designs to fruition

## EF Education First • Cambridge, MA

Designer

JUNE 2012 – DECEMBER 2013

## Block Club • Buffalo, NY

Graphic Designer

SEPTEMBER 2009 – JULY 2011

## Susquehanna International Group • Bala Cynwyd, PA

Graphic Design Co-op

MARCH 2008 – SEPTEMBER 2008