

# Mandi Cummings

## Senior Product Designer

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### PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience leading end-to-end design across consumer marketplaces, mobile apps, and web platforms. Proven track record owning the full product design lifecycle: from discovery and user research through prototyping, testing, and cross-functional delivery. Adept at translating complex business and user problems into intuitive, accessible experiences that drive growth and retention. Comfortable operating as a solo design leader while collaborating closely with product, engineering, and executive stakeholders.

### EXPERIENCE

#### **Batch** 2023 – Present

##### **Senior Product Designer**

*Consumer marketplace: iOS, Android & responsive web*

- Sole designer owning end-to-end product design across a multi-surface consumer marketplace: buyer-facing mobile app (iOS & Android), seller-facing web marketplace, and an internal admin portal for partners
- Lead the full design lifecycle: from stakeholder alignment and discovery workshops through user research, journey mapping, wireframing, high-fidelity Figma design, and interactive prototyping
- Drive user research and usability testing programs, synthesizing insights into actionable design decisions that inform product roadmap prioritization
- Collaborate cross-functionally with product managers, engineers, and executive leadership to define product strategy, scope features, and ensure design quality through QA and launch
- Translate complex marketplace dynamics (buyer and seller flows, trust, onboarding, transactions) into streamlined, intuitive user experiences across web and mobile
- Establish and maintain design standards, component libraries, and documentation in Figma to ensure consistency across all product surfaces
- Led end-to-end redesign of the party planning experience, including a new Explore feature enabling users to search and discover experiences, improving core discovery and booking flows in the consumer app
- Leverage AI-powered design tools (Figma Make, Lovable, Claude) to accelerate prototyping and concept validation cycles, enabling faster iteration and more informed product decisions

#### **Lonely Planet** 2017 – 2023

##### **Product Designer** 2021 – 2023

- Core member of a small team that led a ground-up redesign of lonelyplanet.com, improving usability, user acquisition, and retention through a mobile-first approach
- Contributed to building and implementing a foundational Design System, establishing reusable components and visual standards across the product
- Led design for sitewide initiatives focused on user growth, membership acquisition, and subscription conversion
- Owned end-to-end design responsibilities: user research, user flows, wireframes, prototypes, usability testing, and QA
- Facilitated design reviews, walkthroughs, and workshops with senior leadership and cross-functional teams
- Completed coursework in Accessibility (Deque) and Atomic Design (Brad Frost) to deepen craft and standards knowledge

##### **Visual Designer** 2019 – 2021

- Delivered UI and visual design for custom client campaigns including microsites, print and digital advertising suites, campaign logos, and type treatments
- Supported business development with high-fidelity mockups and presentation design for client pitches

#### **Presentation Designer** 2017 – 2019

- Designed sales presentations for high-value partnership opportunities; owned Media Kit and sales material design and updates

#### **Nashville Business Journal** 2012 – 2017

##### **Advertising & Marketing Coordinator**

- Designed sales materials, presentations, and advertisements for print and digital placements
- Created, coordinated, and distributed email marketing campaigns to subscribers

#### **SKILLS & TOOLS**

**Core Design:** Product Design · UX/UI Design · Interaction Design · Visual Design · Design Systems · Accessibility (WCAG) · Mobile-First Design

**Research & Strategy:** User Research · Usability Testing · Journey Mapping · Wireframing · Prototyping · Stakeholder Facilitation

**Platforms:** Consumer Mobile Apps (iOS & Android) · Responsive Web · Internal / Admin Portals · Marketplace Design

**Tools:** Figma · Figma Make · Adobe Creative Suite · Asana · Jira · Trello · Monday.com · Google Slides · Microsoft PowerPoint

**AI-Powered Design:** Figma Make · Lovable · Claude, used for rapid prototyping, concept ideation, and accelerating design exploration

#### **EDUCATION**

**Bachelor of Arts, Digital Media** *Class of 2012*

University of Alabama