

Leah Van Proeyen

UX Designer

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EXPERIENCE

Ford Motor Company — *Product Designer*

JANUARY 2020 - JUNE 2023

Digital Keys

Led the experience design for Ford's new vehicle access methods for unreleased vehicles

- Defined the vision for access and authorization, establishing design principles and tenets to guide the user experience
- Developed cross-channel prototypes to explore and evaluate various design options
- Led collaboration with engineering and project management to ensure feasibility and align design concepts with technical requirements
- Redesigned the setup experience for Ford's Phone as a Key feature for iOS and Android

Digital Voice Assistant

Developed customer focused experiences for Ford's cloud connected, omni-channel digital voice assistant

- Synthesized research findings to identify key themes and develop a unique voice assistant personality and design framework
- Created and released implementation-ready conversation design specifications, including 9 In-vehicle specifications, 24 Chat Channel specifications, and 950+ dialogue responses
- Collaborated closely with cross-functional teams, including developers and product owners, to ensure the successful implementation of conversation design, UI, and dialogue responses into the final product
- Utilized user analytics to drive product improvements

EDUCATION

Savannah College of Art & Design (SCAD)

2015-2019

B.F.A. in User Experience Design

SKILLS

User Flows
User Journey
Mapping
Rapid Prototyping
Interface Design
Visual Storytelling
Information
Architecture

TOOLS

Figma
Sketch
Invision
Adobe Creative Suite
Jira
Miro

QUALITIES

Empathetic
Curious
Collaborative
Detail oriented