Skylar Denney

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Senior Product Designer

Impact-oriented product designer with a unique and diverse background in filmmaking. Leveraging a rich blend of storytelling, visual aesthetics, and technical expertise, I excel at translating ambiguous ideas into compelling, user-centric product experiences. 10+ years in creative leadership has led to a keen ability to combine artistic intuition with a strategic mindset to deliver impactful design solutions for leading companies like Walmart.

WORK EXPERIENCE

Walmart

Enterprise financial planning & analysis

Senior Product Designer • Feb 2024 - Present

Product Designer • May 2022 - Feb 2024
- Directed design strategy for an enterprise investment intake, supporting streamlined decisions for a substantial portfolio exceeding $10 billion in capital expenditures.
- Led design teammates in collaboration with product & engineering to collect requirements and manage timelines in an agile software development environment.
- Drove innovation by championing actionable user insights in a fast-paced environment, resulting in increased user satisfaction and time saved on task.
- Iteratively designed and shipped well-crafted web experiences grounded in user needs, resulting in over 125% increase in user adoption.

EcoMap Technologies, Inc.

Ecomap finds & curates disparate data, creating easy-to-use databases of resources & opportunities.

Product Designer • Jan 2022 - Feb 2022
- Drove 40% increase in product comprehension by overhauling website and content design.
- Conducted usability testing and competitive analysis to discern and analyze critical pain points within the current website.
- Increased conversion, a primary business goal, by utilizing design thinking techniques to drive ideation & alignment; developing sitemap, user flows, and wireframes.

Captivate Search Marketing

A digital marketing agency specializing in search, social, strategy, and design.

Content Designer • May 2016 - Oct 2021
- Conducted meticulous research to identify content-appropriate keywords, strategically leveraging them in designing solutions for clients that enhanced webpage rankings.
- Artfully crafted visual assets and curated content calendars for a prominent healthcare system, illustrating a keen ability to merge design aesthetics with strategy for impactful brand communication.

Netflix, Warner Brothers, Amazon studios, etc.

Actor, screenwriter, director • Jan 2012 - Oct 2021

- Cultivated a deep sense of empathy and understanding by immersing myself in diverse personas. This unique ability to empathize with different lived experiences serves as a solid foundation for my transition into product design, where I bring a rich tapestry of insights to inform inclusive and user-centric design solutions.
- Led cross-functional teams of creatives to craft immersive cinematic experiences, developing leadership and collaboration skills essential for a seamless transition into a product design role.

EDUCATION

UX Design Certificate

Designlab • Sep 2021 - Apr 2022

Completed over 440 hours of rigorous study in UX research and design, building in-depth knowledge of design thinking and the UX design process. Took part in regular group design crits to build a foundation for giving and receiving feedback as well as receiving 1-on-1 mentorship from an industry specialist.

Associate of Arts (A.A.) in Theater arts

American Academy of Dramatic Arts-Los Angeles • Los Angeles • Sep 2010 - May 2013