Emily Yount Swelgin
Director of User Experience

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Designing elegant, intuitive experiences that make news more accessible is my passion. I bring a diverse and deep skill set to product development including design, audience, front-end development and analytics. I've successfully led cross-functional project teams by emphasizing user research and design, and by giving all stakeholders a voice in the product development process.

AUG. 2019 - PRESENT

Director of User Experience **The Texas Tribune**

• Led user interviews and usability testing for multiple products including the user management portal, sponsored content, government salaries explorer and Teach Me How to Texas. Acted on insights to build more informed, user-centered products.

• Designed elegant and practical solutions for Texas Tribune members to manage their accounts online. Created a framework for writing user-centered product requirements.

• Pitched and led the development of Teach Me How to Texas, a series newsletter written to empower Texans to engage in politics and policy for the first time.

• Collaborating with engineering to develop a new system for engagement on story pages, balancing the needs of editorial, engineering and revenue.

JAN. 2018 - JULY 2019

Designer/Developer **The Texas Tribune**

• Increased email newsletter sign-ups by redesigning texastribune.org/subscribe.

• Improved deliverability and consistency of email newsletters, and accuracy of newsletter metrics, by creating custom Mailchimp templates.

• Implemented improved event tracking in Google Analytics to ensure we have the means to evaluate design and product efforts.

• Created our first crowdsourced candidate survey, inspired by and designed for one of our target audiences: millennials. Repurposed the content for social media platforms.

MAY 2014 - DEC. 2017

Interaction Designer **The Washington Post**

• Created bespoke visual stories on a breadth of topics including: the 2016 presidential election, President Obama's legacy, and the n-word's place in American vernacular.

• Led a team of nine people in news, engineering, product and advertising exploring augmented reality technology through stories about acoustics and architecture.

• Led 2016 election night social media visuals, including promotion of over 40 pre-made social images, two live social image templates and 15 standalone graphics.

• Improved consistency and development processes for the graphics team by designing, implementing and maintaining an interface style guide.

DEC. 2011 - MAY 2014

Multimedia Producer **Milwaukee Journal Sentinel**

• Pitched, designed and launched the company's first longform, responsive article template — greatly reducing production errors and increasing efficiency.

• Led development of live results maps for primary and general elections.

• Designed and coded multimedia projects on a breadth of topics including: Milwaukee's infant mortality crisis, Wisconsin's gubernatorial recall and executive pay.

SPECIALTIES

UI/UX design
User research + usability testing
Audience engagement
Project management

TOOLS & TECH

HTML, CSS, SASS, JavaScript, Google Tag Manager, Google Analytics, Sketch, Invision, usertesting.com, Mailchimp

AWARDS

2019
Facebook Journalism Project
• $25K Community Network grant

2018
World Press Photo
• Second Place: Sin Luz

2017
Journalism 360 Challenge
• $30K grant from Knight Foundation and Google News Lab.

2013 - 2019
Society for News Design
• Gold Medal: The N-word Project
• Silver Medal: Washington Post Election coverage
• Bronze Medal: Texas Tribune 2018 Election Issues Guide
• 10 Awards of Excellence

2015
Society for Features Journalism
First Place in Digital Innovation: The N-word Project

EDUCATION

2006 - 2010
B.A. Journalism & Spanish
UNC Chapel-Hill
• Concentration: Graphic Design and Multimedia
• Study Abroad: Seville, Spain
• English teacher, tutor (2010-11)

OTHER INTERESTS

Yoga, baking, traveling, reading and speaking Spanish.