



Vernon O'Meally


Product Designer

He/Him

Speculative creative (and sleuth Impostor) curious about the intersection between emergent tech & storytelling

 /vernonomeally.work

 /vernon-o-meally

 Let's chat! omeallyv@gmail.com

Education

Google UX Design by Google
Coursera, 2023

Certificate of UX Design
elvtr, 2023

BA—Graphic Design
The Art Institute of Atlanta, 2010
Portfolio Best of Show Winner

Skills

Visual Design
UX Research
UX Design
Rapid Prototyping
Wireframing
Usability Testing
UI Design System
Information Architecture
Responsive Design
Illustration
Graphic Design
Typography
Instructional Design
Detective

Tools

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Google Suite

Experience

Stubhub

Maps Operations Designer | New York, NY 5/2024 - 6/2025

Key Achievements:

- Help lead the Maps Row Initiative, expanding row-level mapping coverage from 0% to 80% in Q2, resulting in a significant boost in user engagement and increasing buyer confidence during seat selection.
- Delivered row-level detail that improved the overall ticket purchase experience and contributed to higher conversion rates on mapped events.

Core Responsibilities:

- Designed and maintained interactive SVG venue seat maps to enhance user navigation and optimize the ticket-buying journey.
- Translated complex venue data and reference materials into accurate, user-friendly section and row layouts, reducing friction and improving clarity for buyers.
- Ensured seamless transaction flow by accurately mapping seller inventory to customer-facing sections and rows.
- Collaborated cross-functionally with engineering, product, and support teams to resolve mapping issues and enhance platform reliability.
- Participated in UX testing, process refinement, and brainstorming sessions to continuously evolve mapping features and improve user experience.
- Utilized Adobe Illustrator to create clear, accessible maps that improved venue visualization and ease of selection.
- Managed large data sets and applied analytical skills to proactively troubleshoot and resolve issues impacting user experience and performance.
- Consistently met aggressive productivity targets while adapting quickly to new tools, processes, and priorities in a dynamic environment.
- Passionate about live entertainment and committed to delivering data-driven design solutions that elevate the fan experience.

Findi

UI Designer | New York, NY 9/2023 - 12/2023

- Worked closely with the development and marketing team to enhance Findi 2.0 enabling users to establish and track their savings goals efficiently and effectively. Actively contribute to refining UI elements aligned with the brand's identity and principles. Created a fluid, unified user experience across the Findi platform.

Ravelheart

Graphic Designer | New York, NY 8/2021- 9/2023

- Designed original Asian-themed graphics for t-shirts and other products under the Ravelheart umbrella. Preparing detailed CAD tech packs and graphic specifications for a seamless handoff to manufacturing after retail client approval.