Emma Sims

Product Designer   203.979.8430   Email   Website   LinkedIn

Experience

Semgrep / Product Designer → Head of Design
Jan 2024 – Present

- Led design for Semgrep's first AI-powered detection engine, shaping detection UX and enabling a new revenue stream
- Drove design strategy for Upgrade Guidance, contributing to $1.3M+ in ARR and became core to Semgrep's PR workflows
- Launched a policy management feature, fulfilling 20+ customer requests ($2.4M ARR) and establishing a scalable foundation
- Designed a reporting dashboard used to measure risk, adoption, and ROI, solving for 30% of lost ARR from POVs
- Defined north-star vision for remediation and aligned product and engineering around a user-centered roadmap

Twilio Segment / Senior → Staff Product Designer
May 2021 – Dec 2023

- Led design for self-serve workflows (onboarding, event tracking, upgrade paths, and support flows), improving activation and reducing support friction
- Shaped strategy and UX for Segment's consent management feature, allowing users to collect/enforce consent preferences and addressing over $600K in lost ARR
- Founded a product analytics council, enabling the team to instrument analytics and make data-driven decisions
- Created reusable components and patterns, including a dropzone component, that strengthened Segment's design system and reduced duplicative engineering work

JPMorgan Chase / Senior UX Designer
Sep 2018 – May 2021

- Led design for a net worth product used by 85K+ users, built on JPMC's new design system
- Designed a spending insights experience, consolidating duplicative experiences and enabling the reuse of APIs

Alphasights / UX Designer
Mar 2017 – Aug 2018

- Optimized workflows and reduced time spent on manual processes by designing internal and client-facing tools

Education

Barnard / Columbia University
BA Economics & Psychology

Community & mentorship

ADPList
Built By Girls Wave Advisor
Barnard College Mentor

Toolbox

Figma
Fullstory
Notion
Amplitude / Mixpanel
Cursor
Claude Code