

Emma Kallman

Product Designer

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About

I'm Emma, an SF-based product designer at **Keysight Technologies** with **5+ years** of experience bridging design and engineering to deliver high-impact enterprise experiences. My work spans payout infrastructure at **Meta**, AI-assisted consumer products, and scalable design systems at **Keysight**. I specialize in systems thinking, cross-product collaboration, and design strategy.

Work

Design Engineer: [Keysight Technologies](#), Internal Tools

June 2024 - Present • SAN FRANCISCO, CA

- Led redesign of complex operational workflow, restructuring information architecture, interaction patterns, and visual design to improve usability and task efficiency by **40%**.
- Partnered closely with engineering and cross-functional stakeholders to prototype, test, and refine solutions through iterative feedback cycles.
- Designed and evolved scalable design system components in Figma, maintaining alignment between design and implementation across products.
- Delivered four cross-functional initiatives from concept to launch contributing to an **85%** yield improvement and **20%** revenue increase.

Product Designer: [Vitalis](#), Personal Project

Feb 2026 • SAN FRANCISCO, CA

- Designed and built a consumer-facing mobile health app unifying daily tracking, appointments, and AI-guided insights into a cohesive experience.
- Defined the information architecture across five navigation surfaces, structuring complex longitudinal health data into intuitive, accessible experiences.
- Leveraged **Cursor** to rapidly prototype and test interaction patterns, and create a visual system and style guide to unify the experience.

Product Design Intern: [Meta](#), Fintech Team

June - Sept 2022 • MENLO PARK, CA

- Redesigned end-to-end creator payout onboarding for high-volume financial transactions, reducing user drop-off by **63%** and increasing satisfaction by **10%**.
- Synthesized prior research and conducted competitive analysis to identify friction across business information entry, tax collection, and bank account setup.
- Partnered with Research, Legal, and Content Design to A/B test clear and compliant financial onboarding experiences and iterate quickly toward launch under a tight deadline.
- Built interactive prototypes, delivered detailed implementation specs, and collaborated closely with Engineering to ensure high-quality execution and on-time release.

Product Design Intern: [Meta](#), Commerce Team

June - Aug 2021 • MENLO PARK, CA

- Designed **90+ high-fidelity** screens for novel collaborative advertisement tooling, enabling restaurants and delivery services to launch joint campaigns within Meta's platform ecosystem.
- Conducted platform analysis, competitive research, and iterative feedback sessions to explore multi-party workflows, edge cases, and monetization opportunities.
- Presented final designs to leadership, influencing product direction and future features.

Senior Design Consultant: [DALI Lab](#), Startup Incubator

May 2019 - June 2023 • HANOVER, NH

- Led six **0→1 consumer digital product launches** from discovery through implementation, defining product strategy, core user workflows, and scalable design systems.
- Partnered closely with Engineering to ship production-ready solutions under tight timelines.
- Structured ambiguous partner needs into clear product roadmaps and interaction architectures.
- Mentored junior designers and led cross-functional design workshops to elevate design standards and product quality.

Education

2018 - 2023

B.A. in Engineering, Minors in **Human-Centered Design** and **Digital Arts**
[Dartmouth College](#)

Winter 2022

Tuck Bridge **Pre-MBA Program**
[Tuck School of Business](#)

Skills

Design Systems • Interaction Design • Information Architecture • Systems Thinking • User Experience • User Research • Usability Testing • Physical and Digital Prototyping • Design Strategy • Data Visualization • Data Analysis • Competitive Analysis • Rapid Iteration • Agile Workflows • Roadmapping • Storytelling

Tools & Code

Prototyping: Figma, Origami, Cursor

Adobe: Photoshop, Illustrator, InDesign, XD

Code: HTML, CSS, C++

Core: Collaboration, Curiosity, Communication

Office: Keynote, Microsoft Office, Google Workspace

Awards

Kleiner Perkins Design Fellowship Finalist | 2024

Selected among top applicants (4% acceptance rate) for a strategic product proposal for Nextdoor.

Phillip R. Jackson Award | 2021
Awarded for Engineering and Design Excellence by Dartmouth College.

Rockefeller Leadership Fellow Excellence | 2020

Awarded by Dartmouth College's Nelson A. Rockefeller Center.