Rita Omatsone

Product Designer with experience across enterprise systems and high-traffic consumer digital experiences
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SUMMARY

Product Designer with 4+ years of experience designing consumer-facing digital experiences and complex enterprise systems used by thousands daily. Currently redesigning The Home Depot's homepage and Product Information Page toward a more personalized, intent-driven experience, and previously transformed fragmented enterprise platforms into single sources of truth across finance, logistics, and vendor workflows. Skilled at simplifying complexity, running structured A/B tests, and shaping product direction through close collaboration with product, research, content, and engineering.

PROFESSIONAL EXPERIENCE

Senior UX Designer (Contract) *October 2025 – Present*

Synergis, The Home Depot, Remote

- Leading redesign of Home Depot's homepage using a Jobs to Be Done framework across five customer paths (Mission Shopper, Browse & Discover, Plan a Project, Ask for Advice, Visualize a Space), moving the experience from a promotional, ad-heavy layout toward personalized, intent-driven design.
- Designed a personalized "Pick Up Where You Left Off" module spanning recently viewed items, buy-it-again, recent orders, and lists.
- Collaborated and assisted with the Product Information Page redesign, shaping layout and component strategy for categories ranging from quick purchase items to high consideration goods like major appliances.
- Led an A/B/C test with product and engineering partners on a sticky Add to Cart component and recommended the winning variant based on AOV lift and improved exit rate.

Product Designer *December 2021 – October 2025*

Lowe's Companies, Inc., Hybrid

Sole product designer leading a full redesign of the Purchase Order Management Application, transforming a fragmented tool into a single source of truth for purchase orders, vendors, logistics, and finance used enterprise-wide.

- Simplified complex enterprise data by designing a faceted search system, reducing lookup time for 10K+ purchase orders from minutes to seconds and increasing platform trust.
- Raised satisfaction scores from low engagement to 6.6–6.7/7.0 through user-centered design and iterative testing.
- Built AI-powered recommendations to flag shipping delays and suggest corrective actions, enabling proactive decision-making.
- Designed an interactive dashboard providing visibility into orders, shipments, inventories, and exceptions across regional distribution centers, enabling faster forecasting, plus the end-to-end UX for a companion mobile app extending that visibility for managers on the go.
- Partnered with PMs, engineers, and leadership to define product direction, aligning business priorities with user needs.

Communications Designer *January 2022 – March 2023*

Klaviyo, Remote

- Built mock brands and mock e-commerce sites/mobile flows across industries (cosmetics, wellness, food & beverage, hospitality, apparel) to illustrate platform adaptability and model best practices.
- Created email/SMS templates and onboarding kits, plus annotated examples, that reduced campaign launch times and improved client education and customer success team efficiency.

Freelance UI/UX Developer & Web Designer *August 2021 – September 2021*

Dean's List Cinema, Atlanta, GA

- Increased user engagement while finishing 12 days ahead of schedule at 40% under budget, transforming a static site into a responsive, interactive platform.
- Designed and implemented new IA, user flow maps, and wireframes to improve navigation.

EDUCATION

Bachelor of Business Administration in Computer Information Systems, concentration in Cybersecurity

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA — May 2020