

# Leah Healy

Product Designer

Email: [LeahHeely@gmail.com](mailto:LeahHeely@gmail.com)  
Portfolio: [leahhealy.figma.site](http://leahhealy.figma.site)  
Linkedin: [leah-healy-b25964252](https://www.linkedin.com/in/leah-healy-b25964252)  
Instagram: [leahdesigns.fig](https://www.instagram.com/leahdesigns.fig)

## Professional Experience

### Multimedia Designer / RIT Finance & Administration

APR. 2024 - CURRENT, ROCHESTER, NY

Created engaging graphics and design concepts for housing, dining, and transportation, focusing on promotional screens and social media campaigns to enhance RIT's brand and connect with the 20,000 students on campus. Delivered visually compelling and innovative marketing strategies and design that captured attention and drove engagement.

### Graphic Design Intern / HNTB Corporation

MAY 2025 - AUG 2025, NEW YORK CITY

Led a presell marketing project to highlight the New York office's departmental expertise to major NYC clients such as the MTA, LIRR, and Port Authority. Designed and implemented an internal website to showcase each department's capabilities and contributions. Conducted on-site photography and handled editing for use in marketing materials, internal communications, and documentation.

## Volunteer Experience

### Product Designer / RIT New Media Club

AUG. 2025 - CURRENT, ROCHESTER, NY

Develop and maintain a centralized website for the New Media Design community, creating wireframes and updates to boost engagement and communication. Assist with the development of new brand identity.

### Content Creator / RIT New Media Design Program

AUG. 2025 - CURRENT, ROCHESTER, NY

Manage and create content for the New Media Design program at RIT, connecting with alumni, students, and professionals to promote the program to prospective students, and developing content strategies to improve reach and impact.

## Projects

### Caledonia Air Design System

DESIGN SYSTEM, UX, ADVANCED PROTOTYPING, AI, BRANDING

Led the end-to-end design of an airline brand, developing a scalable, living design system in Figma with prototypes and sample deliverables to test real-world application, while exploring AI-driven prototyping methods.

### Alaska Digital Identification App

UX, PRODUCT, USER RESEARCH, PROTOTYPING

Designed a digital ID app, developing wireframes, prototypes, and visual assets in Figma. Refined UX flows, hierarchy, and visuals to create a clear, secure, and intuitive experience.

## Education

### Rochester Institute of Technology

AUG. 2022 - MAY 2026

New Media Design BFA  
Minor in Advertising Photography  
Immersion in Advertising & PR

## Skills

User Experience (UX)  
User Interface (UI)  
Rapid Prototyping  
Design Research  
Design Systems  
Wireframes  
Web Design  
3D Design  
Interactive Design  
Front-end Development (HTML, CSS, p5js)  
Digital Asset Management  
Photography

## Software

Adobe Cloud (Ai, Ps, Ae, Pr, Lr, Id)  
Figma  
Cinema 4D  
Rive  
Resolume  
Procreate  
Capture One  
Photo Mechanic  
Womp

## Awards

Dean's List 2022-2025

