

Design & UX Achievement Cheat Sheet

You run the tests, so you own the numbers. Task time and completion rates come straight from your own usability sessions.

NUMBERS YOU ALREADY HOLD

task completion rate & time-on-task

usability findings acted on

conversion / activation

drop-off reduced

design-system components shipped

handoff time

adoption of designs

BEFORE → AFTER

✗ Responsible for designing app screens.

✓ Redesigned onboarding, lifting activation 27% in an A/B test.

✗ Created wireframes and mockups.

✓ Ran 20 usability sessions that cut task-completion time 35% on the core flow.

✗ Worked on the design system.

✓ Shipped 30 reusable components, cutting design-to-dev handoff time ~40%.

✗ Improved the user interface.

✓ Cut checkout drop-off 12% by removing 2 form fields and clarifying error states.

✗ Collaborated with product and engineering.

✓ Killed 3 costly build assumptions early through prototype testing before dev started.

HONEST ESTIMATION

Task time 35% faster — you timed testers in your own usability sessions. No analytics access needed.

HOW THIS SCALES WITH SENIORITY

JUNIOR Ran 8 usability tests; shipped 10 UI components.

MID Onboarding redesign +27% activation; checkout drop-off -12%.

SENIOR Owned the design system used by 4 squads; established the research practice that now gates every launch.