

Creating intuitive products that bridge technical possibilities with real-world impact, driving both user satisfaction and business growth.

Experience

Rack Room Shoes | 2021 - Present

Senior Product Designer | Oct 2024 - Present

Led the end-to-end design process by conducting user research, running usability tests, crafting detailed user personas and user flows, and designing both low-fidelity and high-fidelity prototypes.

Spearheaded the organization's Design System, establishing comprehensive guidelines that increased design consistency and accessibility while reducing development time by 40%, achieving 70% coverage across all digital channels.

Collaborated closely with stakeholders and engineers to translate business objectives and user needs into impactful design solutions with a mobile-first approach, ensuring seamless alignment.

Drove extensive e-commerce redesign across critical user journeys including sign-in, checkout, and returns processing, driving a 20% increase in user enrollment and boosting overall conversion rates by 6%.

Managed and mentored junior talent, providing design critiques, leading brainstorming sessions, and enhancing software skills to support their growth.

Product Designer | Jul 2021 - Oct 2024

Conducted user research, usability tests, and designed prototypes to support product innovation and user-centric design solutions.

Enhanced project consistency by implementing UI/UX best practices and documenting components to streamline and ensure uniformity across all channels.

Designed and prototyped the in-store cashier portal system, enabling seamless loyalty account integration and improving point-of-sale user experience.

Dish Media | 2019 - 2021

UX Designer | Mar 2021 - Jul 2021

Collaborated on interactive prototypes and user journeys, gaining valuable experience in user-centered design methodologies.

Developed UI components and icons as part of existing design systems, ensuring consistent experiences across DISH and SLING digital touchpoints while adhering to established brand guidelines.

Jr. Designer | Jul 2019 - Jul 2021

Created 300+ visual assets for DISH Media across offices in NYC, Denver, Chicago, and L.A., supporting a 100+ person department with marketing materials including presentation decks, one-sheets, custom landing pages, animations, advertisements, and social media content.

Designed compelling visual communication tools for high-profile clients including Experian, Adweek, ViacomCBS, Warnermedia, and VerizonMedia, with focused attention on landing pages and presentation decks that effectively conveyed brand messaging and drove conversion rates.

Prior Experience

Reach out to me at hnoldin@gmail.com to learn more.

Education

General Assembly, NY | 2021

User Experience Design

Endicott College, MA | 2015 - 2019

BFA Graphic Design

Skills

Design Leadership

Stakeholder Management & Executive Communication
Design Systems Strategy & Scalability
Product Experience Strategy Development
Cross-Platform Responsive Design
Accessibility Standards Implementation (WCAG)
Talent Management and Development
Visual Design Direction & UI Pattern Creation

Research & Strategy

Competitive Analysis & Market Research
Data-Driven Decision Making (A/B Testing, Analytics)
Journey Mapping & Information Architecture
User Persona creation & insights
User Research (Interviews, Usability Testing)
Problem Discovery & Definition
Quantitative & Qualitative Research Synthesis

Technical Understanding

Developer Collaboration & Design Handoff
Front-End Implementation (HTML/CSS/JS)
React & NextJs

Software

Design & Prototyping:

Figma
Adobe Creative Suite
Sketch
Miro
Whimsical
Prototipe
Axure

Analytics & Monitoring:

Adobe Analytics
Microsoft Clarity
ContentSquare
Dynatrace

Documentation:

Zeroheight
Jira / Confluence
Claude.ai

Development Tools:

VScode
Cursor AI
Webflow