

**Ariel Norling**  
Product Designer

arielnorling.com  
arielnorling@gmail.com  
(210) 326-5459

**Experience**

**Product Designer**

**Casetext**

San Francisco, CA  
August 2016 — September 2017

I led the design vision and helped to set product direction and manage two designers. I designed new features and overhauled the visual design for product and marketing. I created the hiring criteria and interview process for the design team and hired two designers. I also advised on HR and hiring processes company-wide.

**UX Designer**

**EdSurge**

San Francisco, CA  
June 2016 — August 2016

I worked on a contract project with the Summits team to redesign their website. The project involved working with stakeholders across EdSurge to conduct needfinding, creating a new information architecture schema and content strategy, and designing sketches, flow diagrams, wireframes, and mockups.

**Senior Designer**

**Whil**

San Francisco, CA  
August 2015 — February 2016

I was the only product designer at Whil. I designed the home page, dashboard, favorites page, pricing page, onboarding experience, training reminders experience, and the leadership course experience. I also collaborated with other designers on the design of the office space, and was a member of the Culture Team.

**Design Intern**

**NoWait**

Pittsburgh, PA  
August — December 2014

I designed the user flows and visual styles for new features. I designed presentations and print materials for the marketing and sales teams. I also created the style guides for NoWait's guest iOS and Android apps.

**Co-Founder & Designer**

**BetaMatch**

San Antonio, TX  
March — October 2013

I designed all of the branding, user experience, and visual designs. I collaborated with engineers to code the front-end. I also conducted market research and user feedback sessions.

**Graduate Assistant**

**Syracuse University**

Syracuse, NY  
August 2012 — May 2013

I was the graduate assistant for the Information Technology, Design, and Startups department at the School of Information Studies. I was a teaching assistant for the classes "What's the Big Idea?" and "Idea2Startup." I also ran independent sessions during which I helped students refine their product/business ideas.

**Co-Founder & CEO**

**YouShouldDate.Me**

Syracuse, NY  
April 2012 — February 2013

I created the product concept and recruited co-founders. I designed all of the branding, marketing, user experience, and visual designs. I coded the front-end for our landing page and application. I also raised a seed round from an angel investor.

**Education**

**Carnegie Mellon University**

Master's in Educational Technology and Applied Learning Science

Pittsburgh, PA  
August 2014 — August 2015

**Syracuse University**

Master's of Science in Information Management

August 2012 —

**Bachelor of Arts in Policy Studies**

Syracuse, NY  
August 2009 — May 2012

**Skills**

Adobe XD  
Sketch  
Figma  
Atomic

Invision  
After Effects  
Principle  
Framer

Photoshop  
Illustrator  
InDesign

HTML  
CSS  
Javascript