

Ariel Norling
Product Designer

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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