

Angela Y. He

I'm a senior product designer with 5 years of experience creating web and mobile apps in the D2C and B2B space. I drive impact through designing new tools, and I'm a systems thinker who deeply values craft and user empathy.

Sprig	Senior Product Designer Jan 2023 – Present
	Sprig is a product insights platform used by companies like Notion and Figma. I lead growth design initiatives and spearhead our continuous user research process.
Arcadia	Senior Product Designer Jul 2021 – Dec 2022
	Lead designer for core experience and internal tool squads. I crafted a solar dashboard to increase customer retention and an advocacy tool that sends hundreds of emails to support solar legislation. I also created a O-to-1 tool that scaled our solar business 30x while reducing manual processes.
	Product Designer Jun 2019 – Jul 2021
	Third design hire. I designed new products such as a referral experience and reduced customer attrition by creating a utility-specific movers flow.
The Atlantic	Product Designer Jul 2018 – Jun 2019
	Shaped reader experiences by revamping the entire newsletter suite and designing the Ideas section and interactive maps.
Concur/SAP	Software Design Engineer Intern Jun 2016 – Aug 2016
	Incorporated web accessibility into the travel application with front-end and WCAG standards for assistive technologies.

Contact

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Education

Emory University
Dual-major in
Computer Science
and Visual Arts

Skills

- User interface
- User experience
- Mobile/web design
- Visual design
- Wireframing
- Prototyping
- Journey mapping
- User flows
- User research
- Systems thinking
- Product strategy
- Design systems
- HTML
- CSS
- Javascript