Angela Y. He

I'm a senior product designer with six 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.

Contact

angela-he.github.io
linkedin.com/in/angela-he
angelahe4@gmail.com

Sprig **Senior Product Designer**

Jan 2023 – Present

Sprig is a product insights platform used by companies like Notion and Figma. I lead design for our customer dashboard and core experience.

Education

Emory University
Dual-major in
Computer Science
and Visual Arts

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 0-to-1 tool that scaled our solar business 30x while reducing manual processes.

Skills

User interface
User experience
Mobile/web design
Visual design

Wireframing
Prototyping
Journey mapping
User flows

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.

User research
Systems thinking
Product strategy
Design systems

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.

HTML
CSS
Javascript

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.