Iana Noda

iananoda.ux@gmail.com
iananoda.com/portfolio

WORK

SENIOR PRODUCT DESIGNER
PDQ.com
Aug 22 - Now

- Led research and design of a new product from concept to launch in a highly competitive market. The product quickly exceeded its ARR and product-market fit KPIs.
- Maintained the product's design system.

PRODUCT DESIGNER
PDQ.com
Jul 20 - Jul 22

- Redesigned the marketing website, significantly boosting trial sign-ups and purchase clicks.

UX/UI DESIGNER
Backcountry.com
Jan 20-Apr 20

- Delivered user research, wireframes, and high-fidelity mockups in collaboration with a product manager and engineers.
- Led UX strategy and product design to increase visitors for Steep&Cheap website.
- Created designs for an initiative to grow sales of Backcountry's self-branded product line.

UX/UI DESIGNER
Freelance
Jan 18 - Dec 19

- Led product design at PullPanda and improved user onboarding and engagement resulting in 40% MoM growth. Reported directly to CEO through company's acquisition by GitHub/Microsoft.
- Worked with an engineer to create workflows and hi-fidelity mockups for an open-source budgeting app.

UX/UI DESIGNER
League Swype
Sept 18 - Mar 19

- Worked with CEO and SMEs to brainstorm payment solutions within legal, financial, and technical constraints with the goal of creating an MVP to spark interest on the market.
- Created a unique reminder feature, a new onboarding process, an analytics dashboard, and new payment flows.

EDUCATION	ANDREWS UNIVERSITY		DESIGNATION			
	BT in Landscape Design 2014, Magna Cum Laude		Project-based UX bootcamp 2019			
SKILLS	UX	UI	Research	Illustration	Branding	Accessibility
TOOLS	Figma	Grain	Mixpanel			