Iana Noda

UX/UI Designer

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(269) 277-1115

Experience

UX Designer
Backcountry.com
Sept 2019 - Apr 2020

- Responsible for user research, wireframes, and high-fidelity mockups in collaboration with product manager and engineering team
- Led UX strategy and product design to increase active visitors for Steep&Cheap
- Led design for special project to grow sales of Backcountry's self-branded product line

Product Designer
Freelance - link
Sept 2019 - Dec 2019

- Collaborated with an engineer to create workflows and hi-fidelity mockups for an open-source budgeting app
- Researched and incorporated mental models to improve users' spending habits

Lead Product Designer
Pull Panda - link
Jan 2018 - Apr 2019

- Led redesign of identity and brand architecture in support of new product launches
- Designed marketing collateral used to drive ad campaigns resulting in 40% MoM growth
- Consulted CEO on brand strategy leading to company's acquisition by GitHub

UX/UI Designer
Designation
Sept 2018 - Mar 2019

During a 24-week intensive UX program, I defined problem areas through user research and designed wireframes and prototypes. I worked with startups and nonprofits that included:

League Swype, a startup building a digital wallet fo fantasy players. - link

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

The Eric Carle Museum of Picture Book Art, a non-profit museum.

- Conducted the target audience research to find business opportunities
- Designed a searchable catalogue to connect remote users to the museum's often overlooked educational resources

Landscape Designer
TLC Gardens
May 2018 - Oct 2018

- Created, presented, and sold design proposals by understanding client needs and iterating based on their feedback
- Handled projects from initial kick-off meetings to contract signing
- Designed a magazine ad for the marketing team

Education

Andrews University
Bachelor of Technology in Landscape Design, 2014

GPA [3.82]

Magna Cum Laude

Skills

UX research	Illustration	Invision	Photoshop
Wireframing	Motion graphics	Zeplin	After effects
Prototyping	Sketch	Marvel	HTML & CSS
Branding	Axure	Illustrator	Bootstrap