

# Iana Noda

Product Designer

iananoda.com/portfolio

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## Experience

### UX Designer

Backcountry.com

Sept 2019 - Apr 2020

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

### Product Designer

Freelance - [link](#)

Sept 2019 - Dec 2019

- Worked 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 product design, reporting to CEO through company's acquisition by GitHub/Microsoft
- Delivered brand and product design iterations in support of new product launches
- Improved user onboarding and engagement resulting in 40% MoM growth

### UX/UI Designer

Designation

Sept 2018 - Mar 2019

Real world project-based UX program. Led design for clients including:

**League Swype**, a startup building a digital wallet for 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

## Education

### Andrews University

Bachelor of Technology in Landscape Design, 2014

GPA [3.82]

Magna Cum Laude

## Skills & Tools

UX research  
Wireframing  
Prototyping  
Branding

Illustration  
Motion graphics  
Sketch  
Axure

Invision  
Zeplin  
Marvel  
Illustrator

Photoshop  
Adobe Analytics  
After effects  
HTML & CSS