

# Iana Noda

Product Designer      iananoda.com/portfolio  
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## 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 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

### 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  
Wireframing  
Prototyping  
Branding

Illustration  
Motion graphics  
Sketch  
Axure

Invision  
Zeplin  
Marvel  
Illustrator

Photoshop  
After effects  
HTML & CSS  
Bootstrap