

# Philip Ardeljan · Product Designer

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## About me

I have 10+ years of experience as a Product Designer. I enjoy finding elegant solutions to complex problems and have a focus on human centered design. I use my excellent communication skills to seek critical feedback and to design the best possible user experience within all constraints.

## Core competencies

User interface design, product design, agile product development, prototyping, web & mobile (iOS) design, ideation, product vision development, user research & validation.

## Tools I use

Figma, HTML/CSS, SVG, git, Bootstrap, Sketch, Photoshop, Illustrator, Tachyons, Terminal, emacs, GitHub, Trello, Excel, Google Docs/Sheets.

## Career

### Maths Pathway · Product Designer · Mar 2017 – Present

I led the redesign of the student web application used by 70,000 primary and high school students. I redesigned the teacher web application and created the framework for the development of future product vision.

I led the design of two new major product features, aligning with the future product vision. I helped foster a positive attitude towards product design within the engineering team. I facilitated user feedback workshops and brainstorming sessions. Other activities such as specification writing, designing user interfaces, design thinking, bench testing and contributing directly to the codebase by writing production HTML and CSS were part of my daily tasks.

### New Zealand Stock Exchange · Product Designer · Jun 2015 – Dec 2016

I led the redesign of the Profarmer web application, a daily grain pricing service used by thousands of grain farmers and analysts in the Australian grain industry. This work informed my redesign of the Profarmer marketing website and the Profarmer iPhone and iPad applications.

I designed the standalone SalesMate iPhone application, a service which helps farmers make decisions on how much of their wheat crop to sell at a given time. I designed the physical booths used by the business for the Australian Grains Industry Conference (AGIC).

### Saasu · UI/UX Designer · Oct 2013 – May 2015

I designed new product features, redesigned the marketing website and redesigned the knowledge base. I worked on the internal “Saasu 2023” UI concept. This UI concept helped drive future product development. I created graphics and animations for the website and blog.

### Loaf · Personal side project · Jan 2020 – Present

Loaf ([getloaf.io](http://getloaf.io)) is my side project. It is an Electron.js app that helps web designers and developers integrate SVG animations into their workflow.