

Hilary Gordon, Lead UX & Product Designer

hilary.p.gordon@gmail.com

hilarygordon.com

781-572-2418

Employment

Lead Product Designer, edX (2U) *March '20 – Present*

Enhancing engagement across the user journey from discovery through enrollment, purchase, and retention within the LMS platform and mobile applications.

Senior UX Designer, Tank Design *May '16 – March '20*

Created consensus through research and designed digital experiences that bring brands to life, from enterprise companies to startups alike.

UX Designer, Connective DX *Nov '15 – May '16*

Led project teams on websites and application redesigns.

UX Designer, C Space *Nov '13 – Nov '15*

Set and maintained UX vision across product suite on all device types and channels. Formalized and evangelized a new product offering for usability testing to add to the product suite and open a new revenue channel.

UX Designer, Verizon Wireless *June '12 – Oct '13*

Ran, gathered and reported results of user testing to key stakeholders to turn findings into designs then requirements to be socialized with OEMs. Codified a process for UX team to listen to customer care calls to identify pain point themes in order to inform priorities.

Skills

Information Architecture

Interaction Design

Wireframing

Mobile

User Research

Usability Testing

Heuristic Evaluation

UX Strategy

Workshops

Tools

Figma / Sketch

InVision

UserZoom

Jira

Survey Monkey

Hotjar

Education

Brandeis University

BA in Computer Science

Minor in Philosophy