

# Hilary Gordon | Principal Product Designer

Systems-oriented product designer specializing in complex operational platforms, translating ambiguity into scalable systems and clear workflows.

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## Employment

### Lead Product Designer, Side   March '23 – Present

Drive UX strategy for a regulated real estate brokerage platform supporting agents and internal operations. Architect multi-persona workflows spanning compliance, transactions, and reporting. Standardize system patterns to reduce friction and increase clarity.

### Lead Product Designer, edX (2U)   March '20 – March '23

Led UX strategy across core learner flows including enrollment, payments, and completion across web and mobile. Partnered with product to align experience improvements with growth and retention goals.

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

Led UX engagements for enterprise and startup clients from discovery through delivery.

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

Designed cross-platform web and application experiences.

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

Translated qualitative research into product direction and formalized usability testing as a service offering.

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

Conducted user research and synthesized findings into product requirements.

## Skills

Systems & Workflow Design  
Information Architecture  
Interaction Design  
Cross-functional collaboration  
Mobile Experience  
Experimentation & Optimization  
User Research  
Prototyping (Low → High Fidelity)

## Tools

Figma, Figjam, Miro  
Jira, Confluence,  
UserZoom, Maze, Survey Monkey  
Pendo, Hotjar

## Education

Brandeis University  
BA, Computer Science