

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