

Hilary Gordon, Lead UX & Product Designer

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Employment

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

Enhancing engagement across the user journey, all the way from discovery on our marketing website through enrollment, purchase, and retention within our LMS platform and mobile application.

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

Creating consensus through research and designing 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. In addition, formalized and evangelized a new product offering around usability testing to add to the product suite.

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

Ran, gathered and reported results of user testing to key stakeholders, turning findings into designs then requirements to be socialized with OEMs. In addition, 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

User Research

Usability Testing

Focus Groups

Heuristic Evaluation

Mobile

Tools

Figma / Sketch

InVision

Jira

Survey Monkey

Hotjar

Education

Brandeis University

Bachelor of Arts in
Computer Science

Minor in Philosophy