

Hilary Gordon | Lead Product Designer, Platform & Systems

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Employment

Lead Product Designer, Side *March 2023 – Present*

- Re-architected core platform navigation across multi-persona workflows, achieving 93% beta adoption and 100% task success through phased rollout and usability validation.
- Increased onboarding guide completion from 15% to 45% by introducing opt-in timing strategy and iterative release approach.
- Embedded system-level improvements into sprint cycles across 3 product teams and 8 engineers, shipping 109 enhancements in one year.
- Standardized reusable interaction patterns within product roadmaps, reducing rework and accelerating feature delivery across teams.
- Refactored core design system components to improve semantic clarity, reduce internal friction, and strengthen cross-team consistency.

Lead Product Designer, edX (2U) *March 2020 – March 2023*

- Increased course completion by 37% by reframing in-app upgrade prompts around learner intent and progress milestones.
- Improved registration rate by 5.8% and reduced time to register by 35%, driving \$1.6M in annual revenue impact.
- Increased checkout conversion by 20% and generated \$600K in annual revenue through redesign of completion and upgrade flows.
- Improved activation by 20% through simplification of enrollment and account creation workflows across web and mobile.
- Partnered with product and engineering to align learner motivation, monetization strategy, and platform constraints.

Senior UX Designer, Tank Design *May 2016 – March 2020*

Led enterprise and startup UX engagements from discovery through delivery.

UX Designer, Connective DX *Nov 2015 – May 2016*

Designed cross-platform web and application experiences.

UX Designer, C Space *Nov 2013 – Nov 2015*

Translated qualitative research into product direction.

UX Designer, Verizon Wireless *June 2012 – Oct 2013*

Conducted user research and synthesized findings into product requirements.

Core Experience

Platform Design

Information Architecture

Data Interfaces

Workflow Design

Design Systems

Product Strategy

Research & Validation

Tools

Figma

Looker, Amplitude, GA

Maze, Pendo

Jira, Confluence

Education

Brandeis University

BA, Computer Science