

# Iana Noda

## WORK

### SENIOR PRODUCT DESIGNER

PDQ.com

Aug '22 - Now

- Led research and design of a new product from concept to launch in a highly competitive market. The product quickly exceeded its ARR and product-market fit KPIs.
- Led improvements in hiring processes and provided mentorship to junior members of my team.
- Maintained the product's design system.

### PRODUCT DESIGNER

PDQ.com

Jul '20 - Jul '22

- Redesigned the marketing website. Along the way, I improved website accessibility and implemented changes that boosted our trial sign-ups and purchase clicks.

### UX/UI DESIGNER

Backcountry.com

Jan '20-Apr '20

- Delivered user research, wireframes, and high-fidelity mockups in collaboration with a product manager and engineers.
- Led UX strategy and product design to increase visitors for Steep&Cheap website.
- Created designs for an initiative to grow sales of Backcountry's self-branded product line.

### UX/UI DESIGNER

Freelance

Jan '18 - Dec '19

- Worked closely with the CEO up to the acquisition by GitHub to ensure smooth onboarding and friendly brand perception. I designed the logo, created marketing assets, and consulted on UX.
- Designed a self-hosted budgeting app featuring expense tracking, spending goals, and simple insights.
- Worked directly with LeagueSwype's CEO to help fantasy league commissioners collect and distribute team payouts. I focused on ensuring users felt safe using Skrill – a third-party payment service – and could easily set up teams and payout structures. I also implemented a reminder feature to help with late buy-ins.

## EDUCATION

### ANDREWS UNIVERSITY

BT in Landscape Design  
2014

### DESIGNATION

6 mo long UX bootcamp  
2019

### SHIFT NUDGE

UI-focused online course  
2022

## SKILLS

UX

UI

Research

Illustration

Branding

Accessibility

## TOOLS

Figma

Grain

Mixpanel