

Hally Bowman

hallybowman.com
hallybowman@gmail.com
650-603-6401

Product Design Lead

PROFILE

Product Designer with 12+ years' experience working with cross functional teams applying rigorous Human-Centered Design processes from framing the problem, research, concepting, and testing through to development and release. Exceptional communicator and effective storyteller, delivering complex findings in easily understood and actionable ways leveraging my ability to influence at any level.

SKILLS

Direction & Leadership

- Player/Coach Balance
- Ecosystem Mapping
- Design Advocacy & Showcasing
- Concept & Product Pitching
- Hiring & Scaling Teams
- Contractor/Agency Management

Strategy & Framing

- Roadmap Planning & JIRA
- Data Analytics and Visualization
- User Research
- Workshops & Design Spikes
- Personas & User Journeys

Prototyping & Execution

- Figma, Sketch, InVision, Creative Suite
- Principle
- Design Systems & Libraries
- CSS, HTML
- Agile, Scrum, KANBAN, Lean UX

Artificial Intelligence (AI) & NLP Tools

- Midjourney, DALL-E
- ChatGPT, Pi

EDUCATION

Degree in Web Design and Production
West Valley College, CA

Masters of Science in Electrical Engineering
Santa Clara University, CA

Bachelor of Science in Electrical Engineering
San Francisco State University, CA

RECENT EXPERIENCE

Feb 2023
Sept 2022

Staff Product Designer

JASPER AI | REMOTE

Led experience design of AI generated content interfaces and features by collaborating with cross-functional teams such as researchers, designers, front-end engineers, and product managers, conducted customer interviews which contributed to a monthly churn rate reduction.

Designed with a holistic vision building prototypes, using low-to-high fidelity techniques; synthesizing user research studies working closely with the AI Data Science team to align with AI technologies while advocating for the end-user.

May 2022
Aug 2021

UX Product Design Manager

July 2021
Sept 2019

Lead UX Product Designer

EARGO | SAN JOSE, CA

Directed UX and product design roadmap and strategy ensuring design was aligned with Eargo's business and product goals, and overall customer experience.

Hired and managed other designers, helping them prioritize projects and plan their career paths.

Led all aspects of UX and interaction design across an ecosystem of digital product offerings including native mobile applications for IoT, eCommerce and Eargo's internal web application.

Promoted best practices in areas such as workshops, design sprints, pattern libraries, peer critiques, Lean UX, and stakeholder engagement.

Aug 2019
May 2015

Sr Product Designer

SURVEYMONKEY | SAN MATEO, CA

Led product design of new reporting experience by defining areas of design focus and conducting motion studies and adaptive chart designs.

Delivered cohesive design principles and guidelines for data visualization, partnering with User Researcher for first-ever data visualization user testing.

Led team workshops to produce concept designs for a 3-year vision presentation to senior leadership, leveraging market trends and customer needs.

Extended brand refresh guidelines to Analyze UX, including a specific data visualization color palette and interaction design.

Contributed to weekly design critiques, mentored colleagues, and spoke at industry events.

April 2015
Sept 2013

UX Designer at MOO | LONDON, UK

Find full job history at [linkedin.com/in/hallybowman](https://www.linkedin.com/in/hallybowman)