



# HALLY BOWMAN | SR PRODUCT DESIGNER

## PROFILE

Product Designer with 9 years' experience working with cross functional teams applying rigorous User-Centered Design processes from framing the problem, research, concepting, and testing through to development and release.

An exceptional communicator and effective storyteller, delivering complex findings in easily understood and actionable ways leveraging my ability to influence at any level, especially when making design and technical decisions.

## RECENT EXPERIENCE

### Sr Product Designer | SurveyMonkey, San Mateo, CA

MAY 2015 TO PRESENT

Lead Designer for survey analytics, insights and data visualization experience.

- Lead design of reporting experience resulting in new user flows based on multiple rounds of user testing. Defined areas of design focus such as builder micro interactions, grid layout behavior using motion studies, adaptive chart design in responsive grid and visual UI. And subsequently prioritized sprints and tiger teams accordingly.
- Pulled together an ad hoc team to address a gap in the support and awareness for data visualization. Delivered first cohesive principles and guidelines for chart usage, visual attributes and styles and the data viz specific design process. Partnered with User Researcher on first ever data visualization user testing.
- Partnered with Product Manager on defining the 3 year vision for Analyze product. Led team workshops to produce opportunities that leveraged market trends, customer needs and delivered low fidelity designs of key vision concepts and presented to the senior leadership team.
- Fleshed out and extended high level brand refresh guidelines into the details of Analyze such as created specific data visualization color palette and developed further design direction of interactions at the micro level.
- Actively contribute to the future of the product design team by participating in weekly design critiques, mentoring design colleagues, and speaking at industry events.

UX Designer | MOO Print, London, UK                      SEPT 2013 TO APRIL 2015

UX Designer | DMG Media, London, UK                      SEPT 2012 TO SEPT 2013

Web Producer | Incisive Media, London, UK                      JAN 2011 TO AUG 2012

Web Producer | Propeller Mobile, London, UK                      SEPT 2010 TO JAN 2011

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

## SKILLS

### Strategy & Framing



### Prototyping & Execution



## EDUCATION

**Degree in Web Design and Production**  
West Valley College, CA 2013

**Masters of Science in Electrical Engineering**  
Santa Clara University, CA 2001

**Bachelor of Science in Electrical Engineering**  
San Francisco State University, CA 1993

## REFERENCES

Upon request

## PORTFOLIO

[www.hallybowman.com/category/portfolio](http://www.hallybowman.com/category/portfolio)

## LINKEDIN

[linkedin.com/in/hallybowman](https://www.linkedin.com/in/hallybowman)

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## PHONE

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