

HALLY BOWMAN

hallybowman.com

hallybowman@gmail.com

650-603-6401

Product Designer | User Experience Designer

PROFILE

Product Designer with 10 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

Strategy & Framing

|||| Roadmap Planning

|||| Data Analytics

|||| User Research

|||| Workshops

|||| Personas

|||| User Journeys

Prototyping & Execution

|||| Figma

|||| Sketch, InVision

|||| Principle

|||| JIRA

|||| HTML/CSS

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

Sept 2019
Present

RECENT EXPERIENCE

Lead UX/UI Designer

EARGO | SAN JOSE, CA

Lead all aspects of UX/UI design across an ecosystem of digital product offerings including native mobile applications, eCommerce and Eargo's internal web application enabling our clinicians to directly serve our customers with their hearing health solutions.

Director of our digital design roadmap and strategy ensuring design is aligned with Eargo's business and product goals, and overall customer experience.

Evangelist influencing best practices in key areas such as personas, workshops, design sprints, pattern libraries, peer critiques, Lean UX, product requirements and scoping, stakeholder engagement, qualitative usability testing, and quantitative feedback within a start up environment.

Manage and mentor other designers in their design projects including prioritization, strategy planning and execution as well as their career ambitions and promotional pathways.

May 2015
Aug 2019

Sr Product Designer

SURVEYMONKEY | SAN MATEO, CA

Led design of new reporting experience. Defined areas of design focus such as builder micro interactions, grid layout behavior using motion studies and adaptive charts.

Delivered first cohesive principles and guidelines for data visualization and chart usage including visual styles and attributes, and a specific data viz design process. Partnered with User Researcher on first ever data visualization user testing.

Led team workshops to produce opportunities that leveraged market trends, customer needs and delivered low fidelity designs of key vision concepts as part of a 3 year vision presentation to senior leadership.

Fleshed out and extended higher level brand refresh guidelines into the details of the Analyze UX such as the creation of a specific data visualization color palette and further led design direction of Analyze specific interactions.

Actively contributed by participating in weekly design critiques, mentoring design colleagues, and speaking at industry events.

Sept 2013
April 2015

UX Designer at MOO PRINT | LONDON, UK

Sept 2012
Sept 2013

UX Designer at DMG MEDIA | LONDON, UK

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