pamela hardy.

Lead UX & Product Designer

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A strategic design leader with a passion for building high-performing teams seeks a full-time role to leverage user-centered design, craft product visions, and drive rapid iteration, bringing expertise in visual design, design systems, B2B, user research, and UX content writing.

EXPERIENCE

Pamela Hardy Design

Design Consultant   06/2007-Present

- Established relationships with clients spanning startups, design agencies, and Fortune 500 corporations. Seamlessly integrated design thinking into business strategy, strategically enhancing customer success.

- Extended client outreach to touch diverse industries such as retail, enterprise, and fintech.

- Strengthened mentorship of junior designers, empowering them to excel in applying design principles and fostering their professional growth.

Photon (direct hire)

Senior UX/UI Designer   09/2021-08/2022

- Formulated a comprehensive design discovery plan for Alaska Airlines' intranet. Analyzed a 2,000-page Qualtrics report distributed to past and present employees.

- Executed a content audit and analysis of the intranet, culminating in the delivery of an affinity map and a PDF presentation covering 8 divisions.

- Partnered with cross-functional team members at JCPenney to modernize and establish an intricate design system, enhancing the user experience.

Chewy (consult)

Staff Product Designer, Supply Chain   06/2021-08/2021

- Initiated a collaboration rhythm with weekly meetings, uniting design, business, and engineering to propel project progress, exchange feedback, and tackle challenges collectively.

- Drove strategic consultations, shaping the product design narrative around impactful areas for inbound/outbound shipping, receiving, team member performance management, and software consolidation.

- Championed an agile process, conducting user interviews, shaping information architecture, executing business audits, and sprint planning. Limited to a 3 month period eliminated redundancy across 6 software platforms.

- Led the creation of a 5-month MVP schedule for the Supply Chain division, with key milestones for software alignment and employee onboarding achieved through tightly coordinated 2-week sprints.

American Family Insurance (contract)

Senior Product Designer   11/2020-04/2021

- Led end-to-end redesign of the legacy auto sales tool, reducing steps by 50% and digitizing 70% of the information collected.

- Achieved a 40% increase in customer retention post-launch of the updated redesign, making a tangible impact on user engagement and satisfaction.

ABOUT

Skills

UX/UI Design, User Research, A/B testing, User Interviews, Concept Development, Design Strategy, Visual Design, Information Architecture, Journey Maps, Design Systems, Service Design, SaaS, B2B, B2C + Many More

Software

Figma, Sketch, Framer, Adobe XD, Miro, Zeplin, Adobe Creative Cloud, Salesforce Commerce Cloud, UXPin, HTML/CSS

Education

University of Washington
Visual Communication Design

Volunteer

IterateUX
Mentor

University of Washington
DubsTech Mentor

LiveArea (consult)

Senior Analyst, UX Design   03/2020-05/2020

- Forged a comprehensive information architecture and designed UX for e-commerce websites and apps, seamlessly integrating Salesforce Commerce Cloud. Presented heuristic analysis of luxury retail brands.

Nordstrom (contract)

Senior UX Designer, Supply Chain   10/2018-01/2019

- Conceptualized and executed a transformative UX experience for Nordstrom's Supply Chain Shipping and Scheduling process, driving a 25% increase in operational efficiency.

- Orchestrated user interviews and workshops, collaborating directly with developers, business stakeholders, and a dedicated project manager.

- Implemented a user-centric design methodology, resulting in enhanced efficiency, reduced user errors by 20%, and increased overall user satisfaction.

Boeing (direct hire)

Lead UX Designer   03/2018-07/ 2018

- Led a 5 person design team for the Boeing Global Services Data & Digital Enablement division, fostering an environment of collaboration and delivering game-changing outcomes.

- Launched a UX strategy for a suite of products dedicated to training and professional services, eradicating a daily loss of $15,000.

- Advocated for UX principles across web, native apps, and AR/VR/ML experiences, fostering alignment between business and technology teams and ensuring a cohesive user experience, achieving a 25% increase in user engagement.

- Developed and implemented a comprehensive design system for iOS and Android platforms, streamlining UI development and ensuring visual consistency.

To view entire work history:
https://www.linkedin.com/in/pamelahardy07/