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# Product Designer

## Harriet Atherton

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### ABOUT

Senior Freelance Product Designer with a background working in corporate banking. Worked with clients across a wide range of industries including fintech, marketplace, telecoms, e-commerce, venture capital, and property. Proactive thinker with an aptitude for problem solving, excellent research and analytical skills.

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### SKILLS

- Workshopping
- Stakeholder Collaboration
- User research
- Design system creation
- Usability testing
- Wireframing
- Prototyping

### TOOLS

- Figma
- Adobe XD
- Linear
- Jira
- Userbrain
- Figjam
- Miro
- VWO
- Userlytics
- Hotjar

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### EDUCATION HISTORY

#### CAREER FOUNDRY

**JUNE 2020 – NOVEMBER 2020**

Online Certificate in UX Design.

#### TRINITY COLLEGE DUBLIN

**2013– 2017**

Bachelors Degree in Economics and Business, obtained II.1

#### UNIVERSITY OF TORONTO

**2015 – 2016**

Exchange Program, Economics and Business, I.1 | 3.7 GPA

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### EXPERIENCE

#### BALDWIN'S

Freelance Senior Product Designer | London | Aug 2023 – current

Led the redesign of Baldwin's and Stanley Gibbons auction house platform.

Undertook user research to understand our users and problem space.

Led comprehensive research, workshops, and branding exercises to establish a new brand identity.

Developed user journeys and wireframes for a user-centric design.

Created a design system and worked closely with developers to ensure a seamless and efficient build.

#### SHOWPIECE INVEST

Freelance Senior Product Designer | London | Mar 2023 – Jul 2023

Optimised existing userflows to ensure the best possible user experience.

Designed key userflows including investment tracking, and user activation.

Conducted unmoderated user testing, feedback analysis, and iterative design improvements.

Facilitated workshops with key stakeholders to help define company values and mission.

#### PROPELLE

Freelance Senior Product Designer | London | Jan 2023 – Sep 2023

Designed the web app for Propelle, a female investment platform.

Conducted thorough research, facilitated workshops, and executed branding exercises to establish a distinctive identity.

Created wireframes, information architecture, and prototypes for optimal user experience.

Conducted moderated user testing to validate design decisions.

Collaborated with developers to ensure a smooth build.

#### HUNCH

Freelance Product Designer | London | Aug 2022 – current

Projects: Netflix LMS platform, the Arterial Group, the Revive Body Method Altair Wealth Services, NoLabel Ventures, Journalling for Clarity, Emotional Eating with Marilyn and Snapshot.

Worked on end-to-end on projects, completing initial discovery to producing a hi-fi screens and collaborating with developers for implementation.

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## EXPERIENCE

### RADICALLY DIGITAL

Senior Product Designer | London | January 2022 – August 2022

Mentored and supported junior designer on client.

Conducted A/B testing using VWO, testing different hypothesis using design variants to optimise conversion.

Conducted user research including user interviews and testing to identify user needs and pains points, and used insight to create personas.

Led workshops with senior stakeholders to define the user problem, identify user needs and business requirements.

Product Designer | London | February 2021 – January 2022

Created full end-to-end products acting as lead designer.

Collaborated with developers, product owner and scrum master to ensure designs were technically feasible and deliver the final user-centric product.

Facilitated workshops with key stakeholders to identify requirements and gather research.

Analysed data from Google Analytics and Hotjar to assess user experience.

Presented design solutions to stakeholders, communicating my rationale.

### HYDROTOPS

Freelance UX Designer | Remote | November 2020 – January 2021

Creating the responsive web application for a plant nutrient manufacturer.

Conducted market research and established site map and user flows.

Sketching low fidelity wireframes, developing visual design, high fidelity screens and interactive prototypes.

Created style guide keeping in line with brand guidelines.

Collaborating with developer to ensure design is technically feasible and deliver final product.

### BANK OF IRELAND, CORPORATE BANKING

Associate | London | September 2019 – February 2020

Management Associate | London | September 2017 – August 2019

Intern | Dublin | June 2017 – August 2017