

Syd Hoeper

Remote from Missoula, Montana

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Summary

Experienced product designer with an empathetic approach to user-centric design, driving projects from concept to reality. Specializes in simplifying complex concepts into user-friendly interfaces. Expertise in launching new products, conducting impactful user research, and crafting high-quality visual and interaction designs in Figma. Collaborative and enthusiastic team player with effective communication skills. Balances attention to detail with a holistic product vision, delivering innovative solutions aligned with user needs and business goals.

Experience

Roadpass Digital, Remote

January 2022 - June 2023

Software suite for camping and road-based travel

Product Designer

- Led end-to-end product design process for Campendium, driving ownership from discovery to post-launch iterations
- Transformed ambiguous problems into intuitive solutions through data analysis, information synthesis, and extensive design exploration
- Iteratively enhanced user experience and drove business success by rapidly iterating designs based on customer feedback and analytics
- Maintained communication and collaboration across remote design, product management, engineering, and marketing teams while demonstrating a self-directed and autonomous work style
- Created high-fidelity mockups and prototypes for responsive web, iOS, and Android platforms, implementing Roadpass's design system and platform-specific guidelines
- Conducted usability tests, gathering insights to validate and inform design decisions and product direction
- Effectively communicated design rationale to stakeholders and sought feedback with a curious mindset
- Championed accessibility and inclusive design, integrating principles into my process
- Projects:
 - Designed and integrated a comprehensive campsite booking platform into Campendium, creating a new e-commerce revenue strategy

- Revitalized Roadpass's internal property management system for an enhanced user experience
- Successfully migrated an acquired platform into Campendium with a seamless integration
- Accomplishments:
 - Overhauled map overlays feature for future-proofing and improved usability, resulting in increased paid conversion rates
 - Uncovered key user testing insights leading to a 12.16% increase in a quarterly objective

Active911, Remote

April 2020 - December 2021

Software suite for emergency first responder resource management

Product Designer

- Drove the end-to-end product development cycle, from user needs assessment to rapid iterations, resulting in efficient, user-friendly solutions
- Transformed unstructured and abstract challenges into tangible solutions through fearless design exploration and cross-functional collaboration
- Conducted extensive user interviews using a jobs-to-be-done approach to inform design decisions and shape future direction
- Clearly articulated design functionality to developers through meticulous annotations for seamless implementation
- Ensured design consistency through the creation and maintenance of a pattern library and design system
- Projects:
 - Led development of company's 2nd product from 0 to 1 on desktop and mobile
 - Initiated early-stage research and ideation for company's 3rd product
 - Created a reporting feature for enhanced data visibility and analysis
- Accomplishments:
 - Successfully launched and established a new paid product, currently in production and generating revenue
 - Significantly increased customer satisfaction with a mobile response-buttons redesign based on user feedback
 - Implemented new ticket-writing template for improved clarity and efficiency across teams

Trip Pilot, Bend, Oregon

2017 - 2020

Mobile app startup for group outdoor adventure planning

UI/UX Designer (May 2018 - March 2020)

- Led the entire product development life cycle by identifying user problems, conceptualizing solutions, designing, conducting user tests, and iterating based on feedback
- Transformed user needs into practical solutions through extensive design exploration, close collaboration with CEO and sole developer, and continual user testing
- Projects:
 - Single-handedly redesigned the entire app, from scratch, for in-house development
 - Achieved highest free-to-paid user conversion rate by designing and launching group checklist feature
- Accomplishments:
 - Promoted from part-time intern to full-time sole product designer in just 6 months

UI/UX Intern (November 2017 - May 2018)

- Uncovered unmet user needs through research, phone interviews, and in-person user testing, designing holistic solutions to address them
- Accomplishments include:
 - Started as a note-taker to the CEO, demonstrating enthusiasm and a strong desire to learn, leading to a paid internship offer after just 2 meetings

CiES, Bend, Oregon

2018 - 2019

Manufacturer of aircraft fuel measurement products

Contracted Product Designer

- Led the end-to-end design process independently, taking the company's first digital product from concept to launch
- Transformed user and business needs into a comprehensive, user-centric solution through conducting user tests and close collaboration with CEO and remote developers

Giant Loop Moto, Bend, Oregon

2016, 2017 - 2018

Manufacturer of off-road motorcycle soft luggage

Product Designer, Customer Service Representative (October 2017 - May 2018)

- Designed and prototyped an off-road motorcycle tool roll, seamlessly integrating it with existing products for paired offerings

Product Design Intern (Summer 2016)

- Designed and prototyped a retail display stand for production and distribution to retail stores

Education

University of Minnesota, Twin Cities, Minnesota

Graduated May 2017

Bachelor of Science - Individualized Studies

Product Design, Cultural Anthropology, Sustainable Systems Management

University of Oregon, Eugene, Oregon

2015 - 2016

Certifications

[Design Accessibility](#), Uxcel

August 2023

[HTML for Designers](#), Uxcel

August 2023

[How to Design for Accessibility: for UX Designers \(WCAG 2.2\)](#), Udemy

July 2023

[W3C: Introduction to Web Accessibility](#), edX

February 2023

[DESIGN RULES: Principles + Practices for Great UI Design](#), Udemy

August 2022

Technical Skills

Figma, UserTesting.com, Jira, Confluence, Github, Mixpanel, Sketch, InVision, Zeroheight, LucidChart, Adobe Photoshop

WCAG 2.2 accessibility compliance, inclusive design principles, human-centered design principles, Apple's Human Interaction Guidelines, Google's Material Design