

# Syd Hoeper

Remote from Missoula, Montana

[sphoeper.com](http://sphoeper.com) • [sphoeper@gmail.com](mailto:sphoeper@gmail.com) • [linkedin.com/in/sphoeper](https://www.linkedin.com/in/sphoeper) • 920-858-2889

---

## 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, crafting high-quality visual and interaction designs in Figma, and conducting impactful user research. 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

**Ad Hoc**, Remote

November 2023 - Current

Digital services contractor helping the federal government better serve people

*Senior Product Designer*

- Develop comprehensive deliverables including wireframes, mockups, prototypes, and user flows to effectively communicate product concepts, recommendations, and design rationale
- Collaborate cross-functionally with designers, researchers, engineers, product managers, stakeholders, and content writers to both strategize high-level project alignment and solve detailed problems
- Champion user-centered decision-making, skillfully balancing competing priorities and constraints to navigate towards optimal solutions to meet user needs and business goals
- Design cohesive user experiences for responsive web, ensuring new features seamlessly integrate with existing patterns and best practices across the company
- Contribute to UX research by developing research plans and conversation guides, conducting stakeholder interviews, and analyzing research data with designated researchers
- Facilitate team consensus by assessing design concepts using industry best practices, informed product strategy, and research-driven insights
- Provide feedback and collaborated closely with design team members, sharing progress, seeking support, and delivering constructive critiques for project improvement
- Drive accessibility by integrating it into design processes, creating accessibility annotations for engineers, and collaborating with experts to ensure both user success and legal compliance
- Projects:
  - Led the digitization effort of the most complex form among five assigned to my team, converting a confusing paper PDF into an intuitive digital workflow
- Accomplishments:
  - Introduced a standardized design documentation format across teams, improving information retention and facilitating clarity for non-designers

**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 Powered by Data: Getting Started with UX Analytics](#), Uxcel

October 2023

[Designing Microinteractions with Figma](#), Uxcel

September 2023

[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