


# HILARY LEDOAN



 hilaryledoan.com

 hilaryledoan@gmail.com

## SKILLS

Sketch, Illustrator, Prototype,  
Webflow, HTML/CSS/jQuery,  
bootstrap

## EDUCATION

Double Major: Psychology &  
Integrative Biology

University of California, Berkeley  
2008-2013

## CONVERSION UI/UX DESIGNER

I’m looking to make an impact through product-focused design.

## EXPERIENCE

### UI/UX, BRAND DESIGNER

**Freelance** *for agencies*

2018 - present

*User-centric design and rebranding for ecommerce, businesses, and start-ups.*

- Work on conversion-based design, increasing sales and leads
- Review analytics to drive UI strategy
- Wireframe, prototype and increase conversion for web/mobile apps

### LEAD UI/UX DESIGNER

**Convertica**

may 2017 - feb 2019

*Conversion Optimization Expert for online businesses.*

- A/B testing with conversion success of 40-70%
- Responsive design for B2B & client facing web
- Communication with stakeholders and team on design strategies

### USER INTERFACE DESIGNER

**Giant Rabbit**

berkeley, aug 2016 - jan 2018

*Designs and builds websites and data systems to empower non-profits.*

- Communicate with PMs & engineers on project details and constantly changing deadlines
- Organize and execute high priority tasks
- Conducted client presentations, iterations, brand identity

### WEB DESIGNER/DEVELOPER

**TreeToTub**

san francisco, oct 2015 - april 2016

*An ecommerce start-up, distributing soap derived from the soapberry tree.*

- Helped build vision and branding from ideation to conception in 3 months
- Conducted user research and interviews to design/code website
- Video production, social media marketing, content creation, & user engagement strategy (0 to 10k+ followers in 6 weeks)

## HOBBIES



Psychology



Innovation



Science



Traveling



Virtual Reality



Rock Climbing

“Being willing is not enough, we must do.” - Leonardo da Vinci