


Dawn Hall

United States

 halldawn@gmail.com

 240.277.9793

 [linkedin.com/in/dawnlhall](https://www.linkedin.com/in/dawnlhall)

 <https://www.dawnlhall.com>

Summary

As a Product Designer with a background in filmmaking, I've honed my storytelling skills and combined them with technical expertise in interaction design. With in-house and agency experience, I have a proven track record envisioning, building, and iterating on digital products in close partnership with product management and engineering. Eager to leverage my extensive experience in designing for mobile apps and responsive web experiences to drive innovation, and develop impactful, user-centric, and data-informed solutions.

Experience

Product Designer

Southern New Hampshire University

Oct 2021 - Sep 2023 (2 years)

Private university and leader in online Higher Education

- Partnered with design and product teams to develop internal tools for staff and create innovative products tailored to higher education learners.
- Revitalized the information architecture for the learner-facing product's profile and account settings, resulting in a streamlined and user-centric structure
- Elevated qualitative research by enriching data, resulting in a comprehensive approach to better comprehend learners' goals
- Drove positive business outcomes by orchestrating a successful workshop that strategically identified and refined "jobs to be done," enhancing the efficiency of the discovery phase of the content authoring tool
- Contributed to a design system featuring reusable components and clickable prototypes
- Fostered efficient cross-functional collaborations, establishing a developer-friendly structure that streamlined processes and enhanced project outcomes

Interaction Designer & Product Design

Code and Theory

Mar 2021 - Oct 2021 (8 months)

Code and Theory is a digital-first creative agency

- Co-created Product Strategy with Experience Design team, branding and client stakeholders, driving informed decisions and successful project delivery of responsive designs and apps.
- Personally crafted tailored interaction designs that match the client's brand and marketing needs, strategically translating research insights, resulting in a smooth customer journey to purchase.
- Documented annotations that effectively conveyed product design intent and capabilities to developers, fostering seamless collaboration
- Lead interaction design efforts to successfully launch 1800 Flowers MVP app, their first fully integrated mobile shopping experience.

Creative Art Director & Photographer

Blak Dawn

May 2015 - Oct 2021 (6 years 6 months)

Experimental Independent Film and Photography

- Managed the entire production process of independent films and photography projects from conceptualization to final delivery, showcasing strong skills in writing, editing, directing, and cinematography.
- Championed inclusivity and empowerment by creating safe spaces for marginalized communities to express themselves creatively, fostering healing and liberation through art.



User Experience Designer

TAILORU Technology

Jul 2020 - Sep 2020 (3 months)

Augmented reality app for taking measurements

- Redesigned the AR measurement mobile application, improving user experience and engagement.
- Conducted market research, competitive analysis and qualitative and quantitative data to inform design decisions.
- Facilitated user interviews and conducted extensive user and A/B testing for iterative improvements.
- Collaborated with team members to refine the prototype of the TailoAR measurement app, including sound design enhancements.

Education

// Flatiron School

UX Design

2019 - 2020



Montgomery College

Graphic Design, Graphic Design

2018 - 2020

Licenses & Certifications



UI Design Course - Designlab



Transforming the User Experience through Artificial Intelligence - Stanford University

Skills

UX Research • Strategic Planning • Consulting • Strategy • User Experience Design (UED) • Product Design • UX Research • Figma (Software) • Information Architecture • Project Management