

# Arielle Schoen

## PRODUCT DESIGNER

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I'm an Austin-based product designer who spent the first half of my career untangling public infrastructure and the second half designing software. I work on technically complex products, partnering closely with product and engineering, and I enjoy the full range of design, from visuals to writing to research.

## EXPERIENCE

### Product Designer | EverBright

2023 - 2026 / Austin, TX

- Led the redesign of EverBright's Usage Phase, a critical step in the solar sales platform, cutting utility bill rejection rates from 55% to 34% by resolving underlying data-accuracy issues and removing unnecessary inputs
- Conducted field research across Texas and California, shadowing sales reps to understand how the platform fit their workflow and synthesizing the findings into a presentation that informed leadership's decisions
- Designed the end-to-end UX for a utility-billing integration, replacing manual data uploads by guiding homeowners and sales reps through a complex account connection flow

### Product Designer | What She Said Inc.

2023 / Austin, TX

- Contributed to early product direction at a community-driven platform during the company's Techstars accelerator, working closely with the founding team
- Facilitated workshops with team and stakeholders to achieve alignment on MVP
- Designed user flows and wireframes that turned product thinking into a concrete experience for engineering handoff

### Environmental Planner | Hicks & Company

2019 - 2021 / Austin, TX

- Researched and synthesized complex technical and community data into reports that informed decisions for clients like the Texas Department of Transportation and the City of Austin
- Ran public and client-side engagement, synthesizing community input into direction while aligning internal agency priorities to move projects toward approval

### Environmental Planner | Louis Berger Group (now WSP)

2014 - 2016 / Denver, CO

- Researched and drafted technical reports for federal clients and analyzed public comments to surface patterns

## PROJECTS

### Kindred (Capstone Project)

2022 / Austin, TX

A 16-week postpartum-care project, taken from generative research through prototyping on a two-person team. Researched and tested with 20 participants, including new mothers and postpartum doulas; sole designer on all visual and prototyping work.

## EDUCATION

### Austin Center for Design

Interaction Design &  
Social Entrepreneurship  
2022

### Trinity University

Environmental Studies  
2010 - 2014

## SKILLS

UX Design  
Interaction Design  
Information Architecture  
User Research  
Usability Testing  
Service Design  
Rapid Prototyping  
Journey Mapping  
Accessibility  
UX Writing

## TOOLS

Figma  
FigJam  
Dovetail  
Claude  
Useberry  
Maze