Steph Hnat

As a dedicated multidisciplinary designer, I enhance product design by integrating user-centered, sustainable solutions that consider people, living beings, and the environment. My approach blends innovative aesthetics with technical expertise to create intuitive experiences, address core issues, empower developers, and drive meaningful impact in our interconnected world.

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EXPERIENCE

Freelance UX/UI Designer — May 2024 - PRESENT

- Led product design for a public adjuster app startup, collaborating in a lean team of 3. **Conducted market viability assessment and competitive analysis, resulting in a 40% reduction in development costs** and identification of 3 key differentiating features.

UX/UI Designer/Product Designer, InMoment — July 2022 - April 2024

- As lead UX/UI designer, created a Design System Library, **reducing design process time by 30%** and improving documentation clarity for product and development teams.

- Led 5 major design iterations, enhancing user experience and **reducing handoff time to front-end development by 25%.**

- **Leveraged UX design expertise to increase active users by 61%** (from 85,879 to 138,436) through data-driven UX refinements and A/B testing.

- Implemented 'source of truth' documentation as product design lead, **reducing team meetings by 50%** and improving cross-functional collaboration.

- Executed a UX design alignment strategy that **reduced design discrepancies by 40%,** improving product quality and development workflow efficiency.

- Established baseline metrics for the Field Reporting Team using Fullstory, leading to a **20% increase in successful feature implementations.**

Graphic Designer, Furia Rubel — April 2021 - July 2022

- Elevated team impact by **crafting strategic design solutions for 30+ clients, increasing digital asset engagement by 40%** and reducing print material costs by 25%.

SKILLS

Design & Research:

Human-centered design with focus on responsive interfaces

Rapid prototyping and usability testing to validate solutions

Comprehensive user research and problem scoping

Data synthesis for actionable insights and problem identification

Communication & Leadership:

Facilitation of impactful workshops and group reviews

Mentorship and collaboration across cross-functional teams

Project management using Agile, Scrum, and Kanban methodologies

Impact-Driven

Graphic Designer, Furia Rubel — *continued*

- **Transitioned from subcontractor to full-time position in 6 months,** contributing to a 15% increase in team productivity.

- Revolutionized digital asset creation and maintenance for 30 clients, **reducing turnaround time by 35% and improving client satisfaction scores by 20%.**

- Spearheaded integration of modern trends into client communications, resulting in a **50% increase in audience engagement and a 30% boost in conversion rates.**

Graphic Designer, fivestar* — April 2021 - Jan 2022

- Led the product analysis of the Skillstrax Mobile Training application, **delivering 50+ foundational wireframes that reduced development time by 25% and increased user engagement by 30% among frontline workers.**

- **Pioneered branding strategies that enhanced digital and print assets, resulting in a 40% increase in brand recognition** and contributing to the expansion of COVID-19 lab testing services from 0 to 20,000+ patients in 3 years.

Graphic Designer, The Media Captain — Feb 2020 - May 2021

- Delivered 20+ successful logo branding projects, 15 website designs, and 100+ social media graphics/infographics for diverse clients, increasing their online engagement by an average of 35% and brand recognition by 25%.

Director of Graphics, Rohn & Associates Design — Aug 2020 - May 2021

- Streamlined project timelines, **reducing artwork production and post-production processes by 70%,** resulting in the delivery of 25 projects ahead of schedule and **increasing client satisfaction rates by 40%.**

Approach:

Streamlined design processes resulting in 30% faster project completion

Increased user satisfaction by 25% through data-driven design decisions

Led initiatives that improved team productivity by 20%

TOOLS

Adobe Illustrator, Figma, Miro, Confluence, Jira / JPD, Monday, Google Suite, Microsoft Suite, Adobe Creative Suite, Fullstory, Slack, Salesforce, Tableau, Google Analytics, WordPress

EDUCATION

B.F.A in Illustration & Minor in Printmaking Edinboro University of Pennsylvania