

Lara Hattatoglu

Product Designer

CONTACT

-  larahattatoglu98@gmail.com
-  +1 (425) 214 6886
-  www.larahattatoglu.com

SKILLS

- Product Design
- Conversational UI/AI Design
- User Research
- Interaction Design
- Frontend Development
- Design Systems
- Prototyping & Wireframing
- User Testing & Usability Studies
- Information Architecture
- Cross-Functional Collaboration
- Responsive Web & Mobile Design

TOOLS

- Figma/Figjam
- Cursor
- CSS/HTML/Python/Java

PUBLICATIONS

Authors: Wobbrock, J. Hattatoglu, L. Hsu, A. Burger, M. Magee, M. (2021) “The Goldilocks Zone: Young Adults’ Credibility Perceptions Of Online News Articles Based On Visual Appearance”

WORK EXPERIENCE

Oneterra Founding Product Designer

Feb. 2024 - Current

- Owned end-to-end product experience from 0 to 1 — launching across 5 city partners spanning permitting, housing, and business licensing.
- Designed the full permitting journey — from application intake and plan analysis through receiving and resolving revision requests — turning a fragmented government process into a single guided experience.
- Drove product-market fit through 20+ generative interviews, 5 co-design sessions, and 5+ usability tests with residents and government staff — translating findings directly into key product and roadmap decisions.
- Developed and shipped 5+ features end-to-end using vibe coding, reducing development time from weeks to days.

Deloitte Digital UX Design Associate

Jun. 2022 - Nov. 2023

- Designed consumer-facing mobile and web products for four Fortune 500 companies, specializing in e-commerce.
- Collaborated with cross-functional teams to understand business goals, navigate technical constraints, and establish design strategy.
- Revamped the cart-to-checkout experience for an electronics company by creating responsive wireframes that optimized user flow and increased attachment conversion rates.
- Conducted in-depth user interviews with 15 participants and surveys to identify friction points in a complex process, synthesizing data into a detailed user journey map.

Home Partners Of America UX/UI Designer

Apr. 2021 - Oct. 2021

- Led a team of three through the end-to-end design process of a home application web experience, reducing application drop-off rates by 15% and decreasing customer service tickets by 7%.
- Developed user flows and low-fidelity wireframes, translating them into interactive high-fidelity prototypes.
- Conducted usability tests on prototypes to reduce user confusion and address critical usability issues.

EDUCATION

University of Washington BS (Human-Centered Design & Engineering)

Sep. 2017- Jun. 2022

- Relevant Coursework: User-Centered Design, Design, 3D Prototyping, Information Architecture, Visual Design, and User Research