

Yordani Awono

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SUMMARY

Senior Product Designer with over 4 years of experience in driving design innovation and user-centered solutions for tech companies. Proven track record in enhancing product features, developing comprehensive design systems, and leading end-to-end product design processes. Adept at transforming customer insights into actionable design strategies that significantly boost user engagement and product adoption.

EXPERIENCE

Product Designer

Upperstudy

October 2022 - April 2024, Remote

- Re-themed and conceptualized new product features for Freeplay, validating customer pain points and securing an enterprise client.
- Crafted a comprehensive design system for Polly, reducing customer onboarding time for their Loan Scenario Product by 3 months.
- Led the end-to-end design of a streamlined enterprise access management solution for AccessOS, improving user satisfaction scores by 25%.
- Refactored the Ethos Wallet Chrome Extension interface, growing the user base from 50k to 80k users within Q1 2023, enhancing overall UX.

Freelance Product Designer

Independent

April 2022 - October 2022, Remote

- Conducted in-depth customer interviews and early product discovery at Mozart, testing use-case assumptions for a web3 protocol, leading to a strategic pivot into the gaming vertical with a developer SDK, and securing 3 prominent web3 game studio partnerships.
- Designed a creative paid social ad campaign for StormX, boosting landing page CTR from 0.7% to 1.58%.
- Led the design of grimes.computer, a crypto token-gated members portal for pop artist Grimes, converting over 2% of her 6 million NFT War Nymph collectors into active users.

Designer

Thesis

November 2020 - Apr 2022, Remote

- Designed brand-first conversion-focused paid ads and landing pages for brands like Daily Gem, achieving a 39% increase in Subscription Order CVR and an 18% decrease in bounce rate.
 - Streamlined Tilebar's e-commerce UX, enhancing customer access to tile sampling offers and increasing CTR by 0.5%.
 - Contributed to the development of Thesis Design Kit, scaling brand guidelines across diverse client offerings.
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EDUCATION

Product Design Apprenticeship

Thinkful Bootcamp • New York, NY • 2020

Bachelor of Arts (B.A.) - Music Business/Management

Berklee College Of Music • Boston, MA • Sep 2014 - May 2019

SKILLS

Product Thinking, User Research, Wireframing, Storyboarding, Figma, Design Systems, HTML, CSS, JavaScript, React, Prototyping, Usability Testing, Agile Methodologies, UX/UI Design, Interaction Design, User-Centered Design, Visual Design