# Yordani Awono

New York City, New York, United States hiyordani@gmail.com 2026895950 in/yordaniawono yordaniawono.com/

## SUMMARY

Senior Product Designer with 5 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

### Designer

**Sorella Labs** **July 2024 - Present, New York, NY**

- Re-designed and implemented key features for Brontes, an Ethereum explorer with cutting edge MEV detection, successfully launching the product and establishing a foundation for improved user data visualization.
- Led the end-to-end design and research process for Angstrom, CLOB-AMM DEX, from 0 to 1, implementing designs in React + Tailwind, which streamlined the development process by eliminating traditional design-to-development handoff barriers.
- Developed a comprehensive design system for engineering teams, contributing components to the product library, creating consistency across the product interface and establishing scalable design patterns.
- Spearheaded product strategy sessions with leadership for Angstrom's MVP, prioritizing features that resulted in a focused product offering aligned with business objectives and market needs.
- Orchestrated a successful branding engagement for Angstrom with a visual artist, delivering critical assets including logo design, storytelling narrative, and brand guidelines, establishing a cohesive brand identity positioned for market recognition.

### 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.

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