

Yordani Awono

📍 New York City, New York, United States ✉ hiyordani@gmail.com 📞 2026895950 🌐 in/yordaniawono 🌐 yordaniawono.com/

SUMMARY

Staff Product Designer with 5+ years of experience driving end-to-end product design for high-growth startups. Specialized in crypto, fintech, and complex technical products — including decentralized exchanges, wallets, MEV explorers, and token-gated apps. Proven ability to lead design systems, improve user engagement, and ship intuitive experiences in fast-paced, zero-to-one environments.

EXPERIENCE

Designer

Sorella Labs

July 2024 - April 2025, 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

- Designed and prototyped key features for Freeplay, an enterprise LLM development platform, leading to the validation of critical customer pain points and securing several major enterprise clients including Box.
- Redesigned core features of Polly's mortgage pricing platform — including loan scenario testing and rule configuration — to improve usability and reduce friction for enterprise lending teams. Built a new design system that cut design-developer handoff time and supported a 3-month reduction in onboarding time for key stakeholders.
- Led the end-to-end redesign of AccessOS, an enterprise access management platform integrating with 250+ SaaS apps per organization. Delivered features like access reviews, policy suggestions, and impact analysis — improving customer confidence and increasing adoption across enterprise pilots. Also created supporting marketing assets to drive sales conversations.
- Led key UX improvements for Ethos Wallet, helping scale from 50K to 310K installs and reach 158K peak weekly active users. Part of a larger product ecosystem that supported 1.7M game mints, 44K artworks created, and over 218K social followers.

Freelance Product Designer

Independent

April 2022 - October 2022, Remote

- Drove early product discovery for a web3 infrastructure protocol, leading customer interviews and testing core use-case assumptions. Identified unmet demand in gaming, shaping a successful pivot to a developer SDK that secured 3 partnerships with leading crypto game studios.
- Led design for a performance-focused paid social campaign, increasing landing page CTR from 0.7% to 1.58%. Created modular assets and iterative A/B test variants, aligning creative direction with growth team goals.
- Designed and shipped a token-gated membership portal for pop artist Grimes, converting over 2% of her 6 million NFT collectors into active users. Translated abstract brand concepts into interactive UX for a web3-native audience, bridging fandom and onchain identity.

Designer

Thesis

November 2020 - April 2022, Remote

- Designed performance-driven ad creative and landing pages for DTC brands like Daily Gem, driving a 39% lift in subscription conversion rate and reducing bounce by 18% through brand-aligned UX.
- Redesigned Tilebar's sampling flow and e-commerce interface, improving discoverability of key offers and increasing click-through rate by 0.5%.
- Co-developed the Thesis Design Kit, a scalable design system used across multiple client brands to enforce consistency, speed up production, and streamline collaboration.

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
