

HARRISON HOCHSTADT

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Product Designer with over 3 years' experience designing B2B applications.

WORK EXPERIENCE

PRODUCT DESIGNER | GLX Digital, Perth, Western Australia (03/2021) – Present

- Led end-to-end design of enterprise web application GLX Cargo prior to launch which is in active use by companies such as Woodside Energy, Santos and Glencore.
- Elicited user insights to deliver incremental system improvements which drove an additional \$50,000 - \$150,000 per feature, per customer, annually recurring.
- Collaborated with engineers, product managers and other stakeholders to create strong design solutions that meet business goals and solve customer problems in an agile environment.
- Led end-to-end redesign of web app GLX Connect with Fortescue, Pilbara Minerals and Shell using Design Thinking.
- Build and maintain responsive Figma components for design system.
- Rapidly shipped, tested and iterated designs as part of the Lean UX process.

JUNIOR PRODUCT DESIGNER | GLX Digital, Perth, Western Australia (10/2020) – (03/2021)

- Championed user research to inform product decisions. Helped establish and maintain design system. Conducted audit of company website and contributed to redesign.

UX DESIGN INTERN | Equilibrium, Perth, Western Australia (01/2020)

- Redesigned StudyPerth website using design thinking & lean UX. Collaborated closely with front-end engineers to utilise existing design system, and with marketing teams to utilise analytics.

SKILLS

- PRODUCT DESIGN: User Experience Design (UX) | User Interface Design (UI) | Information Architecture | Wireframing | Prototyping | Mockups | Design Systems | Storyboarding
- DESIGN THINKING: Usability Testing | Workshop Facilitation | Creative Problem Solving | User Flows | Communication | Cross-functional Collaboration | Qualitative & Quantitative Research
- DESIGN TOOLS: Figma | Adobe Creative Suite | Miro | Midjourney | ChatGPT

EDUCATION

BA (Design), ANIMATION AND GAME DESIGN

Curtin University, Perth, Western Australia (2019)

Awarded the 'Equilibrium UX Design Award' - selected by industry from a shortlist including over 80 digital design graduates at Curtin University.

UX Basic Training, Persuasive and Emotional Design, Application Design for Web and Desktop
Nielson Norman Group (2023)