

Noah Ahrens

UX Designer

Contact

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Education

California College of the Arts

BFA in Interaction Design

Minor in Computation

May 2023 | 4.0 GPA

San Francisco, CA

- Creative Achievement Scholarship & William Randolph Hearst Foundation Scholarship

Proficiencies

Figma (Design systems)

Adobe Suite (PS, AI, XD, AE, PR)

Sketch, InVision

Jira, Asana, Slack

Motion

Unreal Engine, Blender

Procreate

Achievements

- Work featured in SF Design Week & Unreal Engine Blog
- Lead of Interaction Design Association student chapter
- Short film premiered in San Diego Asian Film Festival, won awards at South Korea's Busan International Film Fest

Volunteering

Climate Designers

Volunteer Designer

May 2023 - Current

- Lead on branding and social media marketing for non profit community of designers around climate action

Reel Voices

Film Mentor

May - July 2019

- Mentoring film students with video editing & film directing

Ask me about

Natural User Interfaces

Glassblowing

Surfing

The best hiking spots in CA

Stoic philosophy

Deep think movies

Summary

Results-driven, multidisciplinary designer with **3+ years** of success developing **data backed design solutions** that improve product experiences through iterative prototyping and **human-centered practices**.

Specialty in **utilizing data & creative systems thinking** to achieve user and business goals through visually stunning **interface design**.

Areas of Expertise

- **Responsive UX/UI design** for web, mobile, & XR platforms
- Advanced prototyping, building **design systems** & layouts
- Moderating **user research & testing**, data analysis
- Product lifecycle & systems thinking throughout iterations
- Visual ideation through sketches, product journey & flows
- General front end coding (**HTML, CSS, JS, ML, AI**)
- Visual design, custom animation and illustrations

Professional Experience

Heymarket (B2B SaaS) UX Designer

May 2021 - Present in San Francisco

- **Increased customer retention** by redesigning UX & UI of the sign up & onboarding tutorial flows for the web app from **wireframes to testing to developer handoff**.
- Reduced usability friction by redesigning the shared texting inbox navigation on both **web & mobile apps** from concept to delivery through **15+ iterations** of wireframing, prototyping, & conducting **20 user testing sessions**.
- Enabled the startup to **increase ARR** to <\$5M by co-initiating full scale rebrand including 15+ new webpages and establishing a **new design system** in Figma.

Samsung UX Design Collaborator

Sept 2022 - Dec 2022 in Mountainview

- Gained buy-in from 10+ head Samsung Research America design executives on new Gen-Z targeted product concept by designing & presenting a pitch deck featuring **surveys conducted from 30+ target users** alongside a detailed **culture analysis with competitive brand research**.
- Demonstrated new Gen-Z targeted product potential through **concept brainstorming, ideation, & revision**, ultimately designing a tangible prototype & co-producing a demo video showcasing **user journeys** and **behavior change** of 5+ Gen-Z product concepts.

Capital One UX Design Intern

Jun 2022 - Aug 2022

- Spearheaded **research, design and front-end development** of a new internal dashboard, improving speed of the designer to developer handoff process **reaching 500+ employees**.
- Improved Chief of Staff & Operations team efficiency overseeing 12+ design teams through **5 hours** of research interviews, information prioritization exercises, **prototyping & coding 3 internal webpages**.
- Proposed redesign for organization accessibility resources and checklist derived from and validated through internal interviews with designers, subject matter experts and team leads to **ensure consistency & accessibility** of shipped designs.

San Diego Pride Designer

May - June 2019

- Wordpress **website design** and maintenance
- Utilizing photoshop and illustrator to design assets

Digital Gym Designer

May - June 2018

- Designed new web pages and **marketing assets** for upcoming film festival.