SYDNEY P. HOEPER

Digital Product Designer

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WORK HISTORY

Active911, Corvallis, Oregon   April 2020 — Present
Digital Product Designer
• Develop practical solutions to user problems on mobile and desktop applications to provide first responders the tools and information they need to respond efficiently to emergency situations
• Created and maintain new desktop staffing application and accompanying mobile application that enables custom shift scheduling for emergency first responders
• Convert complex problems into simple solutions via iterative design, frequent feedback, cross-department collaboration, human-centered design, and comprehensive user interviews
• Responsible for feature request full lifecycle, from user need statement and wireframes to high fidelity UI and design deliverables
• Continually update new and existing products with features and fixes based on user feedback and interviews
• Conduct interviews with fire chiefs, sheriffs, and EMTs to discover unmet needs and uncover the 'jobs to be done'
• Encapsulate customer scenarios with detailed user flows in LucidChart to visualize and validate that all user situations are taken into consideration
• Illustrate low fidelity wireframes and high fidelity user interfaces in Sketch, and turn them into prototypes using Craft and InVision
• Construct detailed annotations for all design deliverables to clearly articulate designs to developers
• Generated from scratch, maintain, and implement a pattern library in Sketch and a complete design system in Zeroheight
• Implemented new ticket-writing template to increase clarity between product managers, designers, developers, and QA engineers
• Walk through designs in progress multiple times per week with product managers, developers, and QA engineers to gather feedback and solve problems
• Redesigned and converted company website to Wix for marketing team to manage

NovaDynamics, Corvallis, Oregon   March 2020 — April 2020
Design Consultant
• Designed a graphic PDF instructional guide for how to create a do-it-yourself powered air purifying respirator (PAPR) hood for hospital workers during the COVID-19 crisis
• Directed, filmed, and edited a video tutorial demonstrating how to make the protective hood at home in order to donate to hospitals who lack PPE
• Recreated and converted company website to Squarespace to showcase two new projects and to update visual brand with custom icons that I created

Trip Pilot, Bend, Oregon   May 2018 — April 2020
UX / UI Designer
• Created and continually iterated a mobile app for group outdoor adventure planning
• Product designer for every app feature, past and present, from concept to deliverable
• Developed information architecture for the current app and the unknown future of the product
• Constructed wireframes, low and high fidelity mockups, rapid prototypes, and high fidelity prototypes using Sketch, InVision, and Adobe Photoshop
• Visually conceptualized user interfaces with hand sketches and computer mockups
• Sustained a user-centric design process via user flows, customer journeys, and empathy mapping
• Organized and conducted moderated usability testing
• Lead weekly design reviews with representatives from product and engineering teams
• Communicated daily with product and engineering teams to support business goals and user expectations
• Imagined a variety of user scenarios to test for quality assurance
• Built, iterated, and implemented company design system, including pattern library
• Created and maintained company website in Wix
• Responsible for designing all miscellaneous visual projects such as App Store assets, advertising content, product roadmaps, business to business hypothetical mockups, and company presentations

CiES Inc, Bend, Oregon   January 2019 — October 2019
UX / UI Design Consultant
• Created an iPhone app for small aircraft pilots to visually monitor their fuel levels via Bluetooth instead of installing bulky hardware in cockpits
• Collaborated closely with remote engineering team to work within technical constraints
• Mapped out framework for the future app, with all anticipated features, in order to easily scale back to create a minimum viable product
• Wireframed, mocked up, and prototyped entire app workflow and user interface with continual approval of company's CEO
• Conducted usability tests throughout design process
• Created high fidelity, pixel perfect prototypes and annotations for engineering team

Trip Pilot, Bend, Oregon   November 2017 — May 2018
UX / UI Design Intern

Giant Loop Moto, Bend, Oregon   September 2017 — May 2018
Product Designer, Customer Service Representative
• Tasked to create an off-road motorcycle tool roll to physically fit within another Giant Loop product to be sold as a pair
• Researched state of the art, sketched design concepts, created rapid prototypes, received user feedback, and sewed vinyl prototypes with mass production considerations
• Created miscellaneous design projects such as retail space layout, product hang tags, retail pricing labels, weekly sale signs, coupons, and custom raffle tickets
• Managed retail store front and performed customer service operations via email and phone

Giant Loop Moto, Bend, Oregon   June 2016 — August 2016
Product Design and Marketing Intern
• Designed and prototyped retail display stand for production and distribution to retail stores
• Created product reference catalog for customer service representatives
• Managed company website by authoring daily blog posts and maintaining product pages
• Attended The Dream Roll, an all-women's motorcycle rally, outfitted with company motorcycle and gear, to promote company and create blog post for company website

EDUCATION

University of Minnesota, Twin Cities, Minnesota   May 2017
Bachelor of Science - Individualized Studies
Product Design, Sustainable Systems Management, Cultural Anthropology

University of Oregon, Eugene, Oregon   September 2015 — May 2016
National Student Exchange