

# Noah Ahrens

Product Designer

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## SUMMARY

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Product Designer with **6+ years** of experience designing and shipping 0-1, data-driven solutions built for impact, stability, and growth.

## WORK EXPERIENCE

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**Sybill** **Jul 2025 – Present**  
*Product Designer* *Mountain View, CA*

- Owned end-to-end design of 20+ features across Sybill's AI sales assistant, defining scope, success metrics, and UX strategy for conversational chat and intelligent task management workflows, doubling DAU from 3.8K to 7.5K in 4 months.
- Introduced credit-based pricing model with role-differentiated onboarding and freemium tier, increasing seat activations 5x and tripling monthly revenue growth rate to 10%+.
- Led 40+ user interviews with sales reps and managers to develop personas, validate problem framing, and guide A/B tests.
- Implemented streamlined workflow enabling designers to commit UI changes via pull requests, accelerating deployment cycles.

**Heymarket** **May 2021 – Jun 2025**  
*Product Designer* *San Francisco, CA*

- Led design of automation workflows and an omni-channel messaging platform for B2B SaaS serving 15,000+ businesses across 12 industries, building smart routing and response handling that scaled customer support.
- Shipped 0-1 knowledge base for AI agents with multi-site scraping, aggregating 20+ customer websites into searchable content.
- Led and implemented 100+ A/B tests, driving conversion rate improvements and retention for new customers across the site.
- Built and maintained the design system, partnering with engineers to reduce design-dev inconsistencies and accelerate delivery.

**Barty** **Apr 2024 – Oct 2024**  
*Founding Product Designer (Pre-seed)* *San Francisco, CA*

- Built design system foundation and led brand identity creation for the bar booking platform, defining visual identity from 0-1.
- Conducted user research and testing to validate product-market fit through personas, journey maps, and iterative prototyping.
- Owned full product lifecycle from concept to launch, building MVP features and coordinating cross-functional handoffs.

**Samsung** **Sep 2022 – Dec 2022**  
*Product Design Collaborator* *San Francisco, CA*

- Ideated, prototyped, and pitched new product lines based on market research to Samsung Research America teams.
- Conducted research surveys reaching over 75+ participants to inform product direction and gain market understanding.

**Capital One** **Jun 2022 – Aug 2022**  
*Product Design Intern* *Remote*

- Designed internal dashboard from 0-1 streamlining handoff for 500+ designers using Figma, design systems, and Adobe Suite.
- Built responsive website prototypes using iterative wireframing in Figma and front-end development in HTML/CSS.

## VOLUNTEERING

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**OUTINTECH** **Apr 2025 – Nov 2025**  
*Co-author and UX Researcher studying impact of DEI rollbacks on employees.* *San Francisco, CA*

**Climate Designers** **Jun 2023 – Feb 2025**  
*Led visual design and brand image scaling community action platform.* *San Francisco, CA*

## EDUCATION

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**California College of the Arts** **May, 2023**  
*BFA in Human Computer Interaction* *San Francisco, CA*

- President of CCA Interaction Design Association

## SKILLS

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Product Design, Design Systems, Prototyping (low to high fidelity), Interaction Design, Visual Design (layout, typography, color systems), AI Product Design (human-AI interaction, prompt design, AI UX patterns), User Research (interviews, usability testing), Product Thinking (0-1 development, MVP scoping, experimentation), Information Architecture, Responsive Design (Web, iOS, Android), Accessibility (WCAG), Data-Informed Design (A/B testing, product analytics), Figma, Adobe Creative Suite, Cursor, Jira.