

# NOAH AHRENS

UX Designer

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## EXPERIENCE

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### **Barty**, Founding Product Designer (*Apr 2024 - Present*)

Leading design research, UI and UX for 0-1 development of B2B2C private bar space rental platform.

- Implement research and feedback into wireframes and high fidelity interactive prototypes in Figma.
- Conduct user research to inform user personas/scenarios, journey maps, and product task flows.
- Develop design systems and responsive UI components, ensuring accessibility, and consistency.
- Collaborate cross functionally with co-founders, stakeholders and developers, leading design handoff.

### **Heymarket**, Product Designer + Strategist (*May 2021 - Present*)

Improving product and website UX for SaaS B2B text messaging platform on web and mobile.

- Utilize data analytics software to identify product pain points and iterate solutions in Figma.
- Increase new customer retention through redesign of sales demo and onboarding user flows.
- Manage website and product design systems for UI consistency and improved dev handoff processes.

### **Samsung**, UX Design Collaborator (*Sept - Dec 2022*)

Led market research and prototyping on Gen-Z targeted product opportunities for Samsung Research America.

- Built Gen-Z oriented product prototypes in Figma based on market research trends and predictions.
- Conducted surveys with Gen-Z students to understand their priorities and cultural habits.
- Co-produced a product demo video featuring the top Gen-Z product prototypes for stakeholders.

### **Capital One**, UX Design Intern (*June - Aug 2022*)

Improving internal design organization workflows on the chief of staff and operations team.

- Designed and launched a dashboard streamlining design-to-developer handoff for a 500+ person team.
- Conducted internal research through user interviews and usability testing applied to an MVP prototype.
- Uncovered pain points within internal accessibility control workflows and proposed 3 alternate models.

## EDUCATION + VOLUNTEERING

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**California College of the Arts**, Interaction Design BFA (*2019 - 2023*)

**SF Climate Week**, Event Coordinator Volunteer (*2024*)

**Climate Designers**, Design Volunteer (*Jun 2023 - Current*)

## SKILLS

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- Prototyping (Wireframing)
- Design Thinking
- Figma
- Design Systems
- Website Design
- Jira (Design Sprints)
- User Testing (Interview, Survey)
- Sketching (Storyboarding)
- Adobe Suite (PS, AI, XD, AE, PR)
- Information Architecture
- Coding (HTML, CSS, JS, ML, AI)
- Heap (Data Analysis)