

# Siana Maradol

## Product Designer

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### Work Experience

#### Lulafit

Sr. Product Designer

2021 - 2024

As the founding designer, I led design strategy for 4 products working closely with engineering, product, as well as execs and cross-functional stakeholders. Conducted user research, created personas, journey maps, led workshops, wireframes, prototyped, created multiple visual design systems for each product. Doubled monthly active users for one product.

**Designed and launched a new venture product that tripled company revenue.**

#### The Mom Project

Product Designer

2019 - 2021

Owned the B2C experience of a multi-sided product - worked with multiple engineering teams, product managers, researchers to create a cohesive experience. Drove product vision, facilitated user research, maintained the internal product style guide. Facilitated design reviews across multiple teams. **Managed the implementation of a scheduling tool that led to a record breaking number of interviews.** Responsibilities increased to ownership of the B2B product experience + supporting venture exploration.

#### Montfort Advertising

Designer

2017 - 2019

Designed user flows, interaction designs, working closely with an international team to increase operational efficiency for a CNC matchmaking SaaS product. Created website designs, developed brand identities and crafted marketing collateral for clients.

### Skills

**Design:** strategy & product vision, user flows, wireframes & mock ups, styleguides & pattern library, UX architecture, leading design critiques, workshop facilitator, prototyping & more

**Research:** research design, facilitating user interviews, report writing

**Soft:** empathy, collaboration, adaptable, good with ambiguity, storytelling, problem solving

**Tools:** Figma, Sketch, Zeplin, Adobe Creative Suite, Notion, Miro, Asana, & more

### Education

#### Columbia College Chicago/

B.F.A. Advertising Art Direction  
2012 - 2016