

Hello,

I'm Leif Hauck

Product Designer

Contact

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Education

University of Washington
Bachelor's Degree
Advertising
Graduation: Mar '13

Rhode Island School of Design
Associate's Degree
Graphic Design
Graduation: Mar '10

Links

My Portfolio
leifhauck.com

Experienced Product Designer with a background in advertising and graphic design. Proven track record of success in designing innovative and user-centric products for top tech companies. Strong skills in visual design, user research, and prototyping.

Experience

- Senior Product Designer** Nov '19 - Mar '22
DocuSign · San Francisco, California, United States
- Conducted user testing on wireframes and incorporated feedback to optimize the design, resulting in a 10% increase in conversion rate.
 - Led the visual design of a new mobile app, resulting in a 20% increase in user engagement
 - Led collaborative design workshops with stakeholders to gather insights and align on project goals, resulting in a 20% improvement in user satisfaction
- Senior Product Designer** Jul '18 - Nov '19
Slack · Redwood City, California
- Developed a rapid prototyping process that reduced design iteration time by 50%
 - Streamlined the wireframing process by implementing a new tool, reducing design iteration time by 50%
 - Used user personas to inform product design decisions, resulting in a 25% increase in user retention
- Product Designer** Jun '17 - Jul '18
Pinterest · Redwood City, CA
- Optimized user flow and reduced bounce rate by 15% by creating intuitive navigation and interaction patterns on a software platform
 - Created over 50 design assets for product launch, resulting in a 20% increase in user engagement
 - Created detailed design documentation for new product features, resulting in a 20% reduction in development time.