

HELEN POON

Product Designer

www.helenpoon.com | helenpoonhy@gmail.com | NYC, NY | [linkedin.com/in/helenhypoon](https://www.linkedin.com/in/helenhypoon)

WORK EXPERIENCE

Career break

SEPT 2025 – PRESENT

- Family care

Product Consultant | Main Street America

JAN 2025 – SEPT 2025

- Conducted interviews with internal staff to understand and uncover the organization's need for product and user-centered thinking and pain points around disjointed products
- Generated and presented user personas and user journeys to the Director's team to introduce the importance of user-centricity and encourage organization-wide alignment on product needs.
- Presented recommendations and next steps to the CEO on how to move product thinking work forward for the long-term, where and how to focus user research, and big picture questions to address amongst senior management.

Product Lead | In Our Backyards Inc. (ioby)

JAN 2022 – JUN 2024

- Led the migration from current platform to new systems, leading to accelerated feature development, enhanced product performance and staff buy-in.
- Developed and presented product requirements to align internal teams and communicate effectively with external funders.
- Collaborated with team leads and directors across departments (Growth, Customer Success, Finance, and Marketing) to define actionable Product goals, data and feature needs.
- Stepped up to fill the void of a missing CTO, driving the recruitment process, shaping interview questions, and ensuring continued progress in product strategy and user research.
- Established a strong product culture through conducting Product team office hours, delivering product progress demos, and regularly sharing accomplishments across various channels.

Founding Product Designer | In Our Backyards Inc. (ioby)

JUN 2021 – JAN 2022

- Introduced UX practices and research methodologies, elevating the organization's understanding of user-centered design and product development best practices.
- Led generative user interview sessions with community leaders, project donors and potential users, and created user personas for organization-wide alignment.
- Pioneered process improvements, including user research guidelines, an ideation board for staff requests, and a streamlined ticket request system to enhance overall Product team efficiency.
- Conducted competitive and heuristic analyses, and effectively translated findings into informed designs in Figma.
- Fostered trust and collaboration with cross-functional teams by organizing regular meetings, building the product roadmap, and implementing a user friendly ticketing system in Asana.

UX Designer and Ecommerce coordinator | Annika Inez

MAY 2020 – JUN 2021

- Led redesign and launch of new e-commerce website, increasing user traffic by 200% in 6 months with new digital marketing efforts during launch.
- Conducted user research to understand shopping habits during the pandemic, and presented data to company founder as design rationale for e-com redesign.

- Hired and worked closely with the developer to create the timeline for the new website launch.
- Led customer success by responding to customer inquiries, creating sales orders, invoices and linesheets, coordinating returns and exchanges by working closely with production.

UX Designer | Gateway Regional Council

MAR 2021 – MAY 2021

- Collaborated with PM and designers to plan and conceptualize new website redesign for nonprofit focused on serving rural and urban African American and other marginalized communities.
- Created the design system as the foundation for co-designing wireframes during the concepting phase to present possible design directions for the client
- Presented competitive analysis to GRC to highlight pros and cons of existing non-profit websites, elements to include, while keeping in mind scalability and future content development.
- Participated in weekly meetings with the internal team during ideation to establish a product requirement document and timeline.

EDUCATION

The New School | Master of Science in Media Management

2019 - 2021

Designlab | UX Design certificate

2020 - 2020

University of California, Berkeley | Bachelor of Arts in Media & Communications

2014 - 2018

University College London | Bachelor of Arts in Anthropology

2016 - 2017

SKILLS

Management: Product roadmapping, stakeholder communication, Asana, Trello, Notion

Design: User research, user flows, journey mapping, visual design, information architecture, interaction design, user personas, prototyping, Figma, Webflow

Analytics: Google Analytics, HotJar, Metabase

Engineering: HTML, CSS, Javascript