

Hillary Soletic, MFA

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UX Researcher & Designer

PROFESSIONAL EXPERIENCE

LEAD UX RESEARCHER | Stealth mode startup

January 2024-Present

Remote

- First Lead UX Research hired to build end-to-end research processes for a private search engine, utilizing mixed-methods including quantitative (surveys, experiments) and qualitative (user interviews, focus group, usability testing) approaches to refine product.
- Employed RITE (Rapid Iterative Testing and Evaluation) to redesign iOS and Android apps, improving usability with a 58% decrease in new user bounce rate and a 45% increase in average visit duration.
- Leading efforts to recruit diverse research participants, ensuring inclusion of underrepresented voices in the exploration into a new target market projected to drive over 35% of revenue.
- Identified an unfulfilled brand promise and championed user needs, resulting in the development of a News feature that became a top 10% engaged feature on the search engine results page (SERP).
- Streamlined user feedback collection through targeted in-product widgets, optimizing research resources, and delivering more specific and consistent actionable insights.

UX RESEARCHER & DESIGNER | Freelance

September 2021-Present

Remote

- Supported Deloitte with generative research and design for a mobile app plugin to actualize mental health relief on social media.
- Designed a community-generated toolkit and connection app to support solo female travelers, based on extensive qualitative research into customer journeys and pain points.
- Conducted field research to derive service design solutions for a more inclusive and seamless in-store experience at Sephora.

UX RESEARCH INTERN | Rocket Companies

May 2022-August 2022

Remote

- Directed evaluative research to understand customer behavior, detecting pain points and providing design recommendations for cross platform growth.
- Conducted heuristic reviews and user testing, interpreting complex data into actionable feedback for product improvements, increasing discoverability, usability, and brand trust.

MARKETING COORDINATOR | Ralph Appelbaum Associates

March 2019-August 2020

New York, NY

- Managed RFPs for educational institutions, increasing project wins by 15% through strong client relationships, customer insights, and storytelling, while leading copywriting and improving submission strategy and quality.

INTERIOR DESIGNER | Stonehill Taylor

October 2015-November 2018

New York, NY

- Executed design processes for large-scale projects (\$25M+ budgets) in 9 U.S. cities, conducting client research, space planning, design development, and administration documentations.

EDUCATION

MFA Master of Fine Arts | School of Visual Arts, Interaction Design New York, NY

BFA Bachelor of Fine Arts | Fashion Institute of Technology, Interior Design New York, NY

AWARDS

Interaction Award 2024, UX Design Award 2024, [4] London Design Awards 2023

ADDITIONAL SKILLS

- **Research:** FigJam, Miro, Lucidspark, dscout, Airtable, UserTesting.com, UserInterviews.com, Matomo, Hotjar, Google Ads, Metabase, Dovetail, Qualtrics, Tally, Mailchimp
- **Design:** Figma, InDesign, Photoshop, Illustrator, Premiere Pro, After Effects, AutoCAD, Revit, Sketchup
- **Project Management:** Linear, Outline, Notion