

Hillary Soletic, MFA

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Product Designer & UX Researcher

PROFESSIONAL EXPERIENCE

Product Designer & UX Researcher | *Freelance (Remote)*

Sept 2021 - Present

UX Researcher & Product Designer | Confidential Search Engine

First UX researcher and design partner for a private search engine and news aggregator with 700K MAUs, owning end-to-end product design and UX research for a lean, fast-moving team of 5 engineers.

- Reduced new user bounce rate by 58% and increased visit duration by 45% through redesigning the iOS and Android apps with a mobile-first approach.
- Led discovery and design for a parent-focused vertical projected to drive 35%+ of revenue, creating research-informed flows that shaped product direction, roadmap, and GTM strategy.
- Built a scalable research ops system—boosting feedback specificity and volume by 125%—and centralized insights in a searchable knowledge base, enabling a shift from anecdotal input to evidence-based product decisions.

Product Designer | TWOs

Acted as the sole product designer for a video-based platform fostering meaningful conversations between strangers.

- Uncovered a key pain point causing drop-offs (a 20-second gap between perceived and actual matching times) through QA and journey mapping.
- Mapped user flows and service blueprints to address drop-off patterns from asynchronous user entry. Introduced scheduled signups, improving user turnout forecasting, match success, and internal resource planning.

UX/UI Designer | Beek Health

Drove UX for a consumer health SaaS platform, focused on long-term health data and patient empowerment.

- Designed a modular dashboard with an emphasis on information architecture, data visualization, and accessibility, helping users navigate and interpret complex personal health data.

Product Designer | Nomadic Matt

Owned end-to-end mobile product design for a community-driven travel app supporting solo female travelers.

- Pioneered generative research across 11 countries and translated insights into a high-fidelity prototype grounded in inclusive design principles.

UX Researcher & Designer | Deloitte Digital

Researched mental health impacts of social media on young adults and designed a mobile plugin aligned with ethical and responsible tech principles to promote digital wellness and healthy content consumption.

- Conducted foundational UX research, applied accessibility best practices, and refined flows through usability testing and behavior-driven design iterations.

UX Researcher | *Rocket Companies (Remote)*

May 2022 - Aug 2022

Supported the launch of Rocket Rewards across four fintech platforms under the Rocket Companies umbrella.

- Achieved rapid client adoption (1M+ users, and \$600K+ in redemptions in two months) by leading evaluative research that clarified user mental models, identified friction points, and improved usability across complex reward systems.

Content & Marketing Strategist | *Ralph Appelbaum Associates (New York, NY)*

March 2019 - Aug 2020

Acquired global new business for an exhibition design firm specializing in immersive, narrative environments for leading educational and cultural institutions.

- Increased project wins by 15% by producing proposals rooted in user insights, strategic storytelling, and high-impact content design.

EDUCATION

MFA, Interaction Design | School of Visual Arts (New York, NY)

May 2023

BFA, Interior Design | Fashion Institute of Technology (New York, NY)

May 2016

AWARDS

Interaction Award 2024, UX Design Award 2024, 4x London Design Awards 2023

TECHNICAL SKILLS

Product & Research Tools

Figma, FigJam, Miro, Notion, Adobe Suite, Hotjar, Dscout, ChatGPT, v0, Lovable, Lucidspark, Airtable, Qualtrics, UserInterviews

Research Methods

User Interviews, Usability Testing, Surveys, Focus Groups, Card Sorting, Tree Testing, Mixed Methods, Research Synthesis, Behavioral Insights, Journey Mapping, JTBD, Persona Development, Product Discovery, Heuristic Evaluation

Core Competencies

UX/UI Design (Web & Mobile), B2C Platforms, Systems Thinking, Information Architecture, Interaction Flows, User Flows, Prototyping, Design Systems, Product Strategy, Accessibility (WCAG), Agile/Scrum, Developer Handoff, Cross-functional Collaboration