

# ERICA HADDEN



Boulder-based product designer passionate about helping **people and the planet**.

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## DESIGN & WORK EXPERIENCE

### Product Designer

*Yoga International, Gaia Inc.*

May 2025 - Present

Owned the end-to-end experience of the YI product. Partnered with PMs and engineers to define problems, validate solutions with research and iteration, and drive outcomes from discovery through launch and optimization.

### UX/UI Designer

*Yoga International, Gaia Inc.*

February 2023 - May 2025

Conducted UXR, designed user flows, wireframes, and high-fidelity interfaces for mobile, app, web, and TV and built and managed the new Yoga International design system.

### Contract UX/UI Designer

*Grist Analytics*

February 2022 - November 2023

Worked in collaboration with CEO and software engineers to conduct user experience research, redesign (sketch, wireframe and prototype) and test several features of the brewing analytics software.

## SKILLS

### Design Skills

User Research + Testing  
Data Analysis  
Wireframing  
Prototyping

### Personal

Creative Problem Solving  
Teamwork  
Leadership  
Public Speaking

### Tools

Figma  
Framer  
Optimizely  
Maze

### Languages

English  
Spanish (Conversational)

## RESEARCH

### University of Colorado

Department Education

August 2015 - May 2015

Project Physics Education Quality and Access in Colorado

Role Researcher

Conducted both quantitative and qualitative research in St. Vrain Valley Schools on the student populations and curriculum differences between the AP and General science courses.

### University of Montana

Department Physics & Astronomy

May 2011 - May 2013

Project MINERVA, Exoplanet Detection

Role Research Assistant

Investigated mission data archive, identified potential targets, and presented findings to raise project funding for multi-institution extrasolar planet detection/characterization MINERVA project.