

ERICA HADDEN



EDUCATION

Design Lab

Graduation October 2022
Program UX Academy

University of Colorado Boulder

Graduation May 2015
Degree M.A. Science Education

The University of Montana

Graduation May 2013
Major Physics
Major Spanish
+ Davidson Honors College

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)

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

@ eohadden@gmail.com w www.erica-hadden.com t 406-270-1607

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.

Medical & BioScience Academy Director and AP Physics Teacher

Longmont High School, CU Denver Adjunct August 2015 - May 2022

Guided students to conduct college level physics research and problem solving by providing support and constructive feedback while promoting iteration. Directed academy curriculum development, enrollment and finances.

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.