

SYDNEY HARDISTER

Product Designer

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Experience

Philo | Associate Product Designer

July 2024 - Present, California

Boosted first payment conversion rates by 22% by designing a billing feature that allows users to seamlessly add premium content to their subscriptions

Delivered a 4% lift in first payment rates (\$260K impact) and a 5% increase in sign-ups by redesigning show pages and launching a new browsing experience to improve content discovery and long-term engagement

New York Times | Product Design Intern

June 2023 - April 2024, California

Improved video accessibility and usability by establishing iconography standards with the Design Systems team, introducing high-contrast visuals and large tap targets to support future video features

Appointed Accessibility Lead for the Live News team; conducting audits, workshops, and developing WCAG-compliant handbooks to strengthen accessibility across the company

Expanded audience reach by pioneering mini-player video formats, introducing a new approach for integrating real-time video updates into live news experiences

Meta | Product Design Intern

June 2022 - August 2022, Menlo Park, CA

Redesigned an internal tool for Instagram, safeguarding 2B monthly users by mitigating risks, like hate speech, violence, and misinformation

Optimized management of 4.3M hate speech items globally by designing interactive features to enhance data visualization and usability in Meta's risk detection tools

Google | Student Training in Engineering Program

May 2021 - August 2021, California

Increased engagement across 20M Google Web Stories by developing an interactive feedback slider with image, emoji, and percentage-based inputs

Integrated backend storage for Web Stories, improving feedback accuracy and delivering actionable insights that help businesses optimize marketing strategies and drive sales

Supported the daily creation of 100K+ Web Stories by expanding customization features that empower businesses to create more immersive and personalized ad experiences

Education

University of California, Berkeley

August 2020 - May 2024,
Berkeley, CA

Bachelor of Arts in
Cognitive Science

Skills

Design

Product Thinking
Interaction Design
Visual Design
Design Systems
Accessible Design

Research & Strategy

Usability Testing
Competitive Audits
Interviews & Surveys

Experimentation

Rapid Prototyping
A/B & Multivariate
Testing

Tools

Figma
Webflow
Framer
Adobe Illustrator
Canva

Technical

Python
Javascript
HTML / CSS