

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; leading 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,

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

2020 - 2024

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