

Gareth Hobbs

Product Designer

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Location: New York City, NY

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(847) 602-0337

[LinkedIn](#)

Summary: UX & Product Designer with 10+ years in design, 3+ focused on UX for web & mobile. Untangles complex flows into simple, intuitive products for users. Skilled in design systems, prototyping, user research & teaming up with PMs and engineers to launch products that balance user needs & business goals.

PROFESSIONAL EXPERIENCE

Lead Product Designer | BLADE (Contract)

Mar. 2023 – Present

- Led complete overhaul of BLADE's native mobile app UX, mapping out 8 core booking & scheduling flows, delivering wireframes, prototypes & accessibility improvements.
- Overhauled Trinity dashboard for organ transport teams, improving IA & streamlining 5+ critical workflows to reduce task times by ~30%.
- Worked with 3+ internal & external dev teams (PMs & engineers) from handoff through QA, resolving constraints to keep launches on track with design and business goals.
- Expanded design system with 40+ reusable components & tokens, streamlining new feature design.

Product Designer | The Brick Factory (Freelance)

Mar. 2023 - Present

- Reimagined National University's program page UX, driving a 40% satisfaction uplift in user testing.
- Designed donation flows for African Parks' Rhino Rewild, optimizing and boosting conversions.
- Managed 10+ responsive web projects, balancing brand goals with user needs.

Product Designer | Pickpath (Contract)

Jan. 2024 - Jan. 2025

- Spearheaded UX redesign of an audio tour app, improving navigation and onboarding to lift usage by 25%.
- Facilitated stakeholder workshops & persona alignment to refine IA & prioritize engaging features.
- Delivered high-fidelity prototypes and collaborated with developers to roll out new features in under 6 weeks.

Product Designer | Event Render (Contract)

Oct. 2022 - Mar. 2023

- Redesigned complex 3D event platform, reorganizing IA to make features 50% easier to find.
- Conducted UX evaluations to pinpoint nav pain points, enabling more scalable experiences.

Technical Designer | The Wooster Group, NYC

Mar. 2015 – Mar. 2022

- Oversaw complex sound, video & interactive systems for a theater company under tight deadlines, collaborating across teams — building the storytelling & systems thinking I bring to product design.

EDUCATION

UI/UX Design Immersive Bootcamp | CareerFoundry

2022

Focused on Figma, Lean UX, UCD, prototyping & usability testing.

BA Theater & Music Composition | Victoria University, Wellington, NZ

2009

SKILLS

Design & UX: Interaction Design, Prototyping, Visual Design, IA, Design Systems, Accessibility (a11y)

Collaboration: PM/Engineering Alignment, Stakeholder Workshops, Roadmapping

Research & Strategy: Journey Mapping, Usability Testing, User Research, A/B Testing, Personas

Tools: Figma, Webflow, Adobe Creative Suite, Jira, Notion, iOS, Android, Web