

# Erin Hogan

**Product designer** based in Brooklyn

## EXPERIENCE

### Thumbtack | Product designer

AUGUST 2022 - PRESENT

- Primary designer on the Hiring Experience team, creating 0→1 AI-powered solutions that help homeowners express their project needs and confidently understand job scope, driving 85% of searches to hiring readiness.
- Previously led design for the Guide Pod, achieving a 90% plan creation rate through onboarding improvements and introducing a scalable framework that boosted proactive project requests by 8%.
- Contributor to Thumbprint, Thumbtack's in-house open source design system, that is the building blocks for all things design at Thumbtack.
- Head of the Social Committee, strengthening team culture by organizing quarterly virtual and in-person events that foster belonging across the design org.

### Alto | Product designer

NOVEMBER 2021 - AUGUST 2022

- Primary designer for the supply facing Integrated Products team.
- Designed Access Alto, a payment widget for users to invest with Alto on partner platforms.
- Redesigned the deal creation portal to accommodate new features, enhance education of the product, and prepare for the new SOA platform.
- Created and documented new components to Alto's design system that is used across product and engineering teams.

## EDUCATION

### School of Visual Arts, New York

AUGUST 2018 - MAY 2020

### Savannah College of Art & Design, Georgia

SEPTEMBER 2016 - JUNE 2018

## CONTACT

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## PORTFOLIO

[erinhogan.com](https://erinhogan.com)

[instagram.com/erinhoganart](https://www.instagram.com/erinhoganart)

[Spring launch article](#)

## SKILLS

UX/UI design

Prototyping

Illustration & iconography

Animation

User research

## AWARDS

**Peer Excellence Award 2024**, for "best attitude and attention to detail"

**Make Week Winner 2023**, worked with 4 engineers to win Thumbtack's annual competition

**Society of Illustrators 2021**, 300 works are chosen from 8,700 entries

## HOBBIES

Mastering my family's secret meatball recipe and walking my dachshund, Ollie, in Fort Greene