

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

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PORTFOLIO

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[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