

# Tom Hardin

Product Design | www.tomjayhardin.com | 231.499.9524

## Product & Research Experience

### Distru

Senior Product Designer | 2021 – present

- Lead design & discovery for plant lifecycle management in our cultivation business line (mobile & web)
- Lead design & discovery for revamped data importer
- Leading concepting & discovery for freemium experience
- Customized & implemented design system (Material)

### PatientIQ

Lead Product Designer | 2020 – 2021

- Owned all aspects of product & design from discovery to implemetation
- Revamped entire physician-facing platform (design system, core pages, mobile experience, integrations)
- Revamped sales materials and product marketing process

### G2 (Formerly G2 Crowd)

UX/UI Designer | 2017 – 2020

Research Team Lead | 2017

Sr. Research Specialist | 2016 – 2017

Research Specialist | 2016

- Lead design & discovery initiatives on both sides of the marketplace
- Lead research efforts & implemented design of numerous reporting pages
- Rebranded & improved UX of software, services, and product pages
- Managed a small research team (7 people) responsible for both targeted content and in-depth user analysis

## Related Experience

### Kindergarten Bambino Ltd.

TEFL/ESL Lead English Teacher | 2015 – 2016

TEFL/ESL English Teacher | 2014 – 2015

### Learn Charter School

Art Instructor | 2012 – 2014

### Mercy Home For Boys & Girls

Youth Care Worker | 2011 – 2014

## Education

### Neilsen Norman Group

UX Certificate | San Fransico, CA | 2020

### General Assembly

UXD Certification | Chicago, IL | 2019

### Alma College

BFA in Art & Design (with honors) | Alma, MI | 2011

## Skills

- Passion for the end-to-end design process
- Belief that the best solutions are bred through collaboration & openness
- Being infinitely curious
- Taking the time to be polite
- Continuously learning from those around me
- Willingness to fail quickly
- Knowing when to dream & when to be pragmatic
- Understaning technical requirements & system limitations

## Software & Applications

### Design

- Figma
- Sketch
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Invision Studio
- Abstract
- Webflow

### Research & Product Management

- Notion
- UserTesting.com
- FullStory
- UserBrain
- Mixpanel
- Jira
- Confluence
- Asana