Holly Weinrauch

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✶ Objective

Creative and data-driven product designer with 10+ years of experience in SaaS and cross-functional environments. Specializes in product-led growth strategy and onboarding, and monetization. Looking to translate behavioral insights into high-impact UX patterns and scalable systems.

Senior Product Designer

Wistia

2018 – present

- Designed and shipped core features across pricing, onboarding, and the broader Wistia platform and marketing website
- Collaborated closely with product and engineering to shape strategy and prioritize impactful product work
- Improved clarity and ease of use by simplifying complex workflows and refining user flows
- Redesigned navigation and plan selection experience, improving engagement by 22%
- Contributed to the design system and supported design culture through mentorship and critique

Product Design Fellow

IDEO CoLab

Fall 2018

- Led a team at IDEO CoLab with members from Fidelity, National Grid, and Blue Cross Blue Shield to facilitate design thinking
- Generate ideas, create prototypes and mockups, and create visual identities for sacrificial brands.

Product Designer

Formlabs

2016 – 2018

- Led UI/UX design for hardware-software experiences, including product launches and digital onboarding
- Shipped production code for responsive interfaces and landing pages, improving user activation and product clarity
- Collaborated closely with engineers to prototype and implement polished, accessible components

Designer

Foremost Creative

2015 – 2017

- Designed and developed web and mobile experiences for early-stage startups
- Delivered end-to-end design solutions, from wireframes and visual design to front-end code
- Partnered with engineers to build fast, user-friendly interfaces using HTML, CSS, and JavaScript

✶ Skills

UX & Interaction Design · Visual Design · Cross-Platform UX (Web & Hybrid Mobile Apps) · Prototyping · Design Systems · Accessibility · End-to-End Product Thinking · Collaboration · User-Centered Design · Mentorship & Design Critique · AI prototyping/deployment

✶ Tools

Figma · Miro · UserTesting.com · Amplitude · Mode · Jira · Shortcut · Notion · VS Code · Git · HTML/CSS/JS · Cursor · Claude · Replit · v0