

# Harper Atlas

Product Designer & Illustrator

harperatlas.com

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## Experience

### Product Designer, *SmartLogic*

September 2021 - Present

- Guide design efforts with clients from initial sales engagements to final deliverables & implementation
- Solve complex design problems & support development solutions for a variety of clients looking to standardize business logic, optimize SEO, & improve overall customer experience
- Created a flexible design system to ensure design artifacts are delivered efficiently & with consistent results across client projects
- Defined & developed comprehensive design processes both as an internal team & for client handoffs

### UX Designer, *Story Squad*

January 2021 - September 2021

- Led design efforts on a team of 14 developers & data scientists
- Facilitated cross-functional teamwork to involve data scientists & web developers in the user testing process

### Freelance Experience Designer

April 2020 - September 2021

- Collaborated with clients to create brand identities
- Led customer development research, user testing, competitor analysis, & A/B testing
- Designed UI for the websites, mobile apps, marketing materials, evaluation reports, & presentation slides
- Clients include: Collaborators Consulting Group, Project Canopy, & Story Squad

### Freelance Illustrator & Multimedia Artist

September 2011 - Present

- Create custom illustrations for a wide variety of mediums
- Projects include: Tattoo design, commercial logos, greeting cards, ceramic wares, private & public murals, album covers, community art installments
- Clients include: Pocket of Sunshine Farms, Cleveland Museum of Art, & Elements Gallery

## Skills

### Research & Design

User Surveys & Interviews  
Usability Testing  
Design Systems  
Information Architecture  
Sketching  
Wireframing  
Rapid Prototyping  
UI Design  
Logo Design  
Illustration

### Tools

Figma  
Sketch  
InVision  
Procreate  
Notion  
Whimsical  
Asana  
Maze.design

## Education

### Lambda School

Certificate

User Experience Design

May 2019 - May 2020

## Side Projects

### Give Me a Job! Podcast

Co-Host & Co-Founder

November 2020 - Present