


Landon Oliver

Senior Product Designer

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// EXPERIENCE

Nutshell

Feb 2024 - Feb 2025

Product Designer

Led and contributed to Nutshell's design system, ensuring consistency across features while evolving patterns to support new functionality.

Developed low- to high-fidelity wireframes and prototypes in Figma to validate workflows and align engineering efforts.

Worked within an iterative release cycle, using customer feedback from support teams to refine and enhance new features post-launch.

Balanced design decisions with technical constraints, ensuring scalable solutions that integrated seamlessly into the existing platform.

Designed and iterated on engagement features such as SMS integration, live chat, and AI-assisted tools, helping customers streamline communication.

General Electric

June 2021 - Aug 2023

Senior UI/UX Interaction Designer

Designed and optimized supply chain management tools for logistics teams, improving daily operations through research-backed UX solutions.

Conducted extensive user research and developed user personas to define problem spaces and validate design decisions before development.

Developed interactive prototypes to align cross-functional teams on product direction, reducing development rework and improving feature adoption.

Maintained adherence to tight project timelines by clearly defining scope, prioritizing user needs, and collaborating closely with engineers.

Introduced scalable UI patterns that enhanced usability and reduced inconsistencies across multiple internal SaaS tools.

Hearst

May 2019 - May 2021

Product Designer

Redesigned and maintained the design system for multiple Hearst publications, creating scalable UI patterns for digital magazines.

Led the rapid redesign of Autoweek's digital platform, completing the overhaul in just two weeks, which led to increased user engagement.

Standardized component libraries and implemented reusable patterns, ensuring visual and functional consistency across publications.

Developed editorial workflow tools that improved efficiency for content teams, aligning UX with business needs and technical feasibility.

ProModel Corp.
Dec 2016 - May 2019

- UI / UX Designer**
- Designed and refined SaaS applications for the Department of Defense, improving usability in high-stakes operational environments.
 - Developed interactive dashboards that enhanced operational visibility and decision-making for logistics and planning teams.
 - Conducted on-site research with end users, gathering insights from military personnel to identify usability challenges and workflow gaps.
 - Translated complex military simulation data into intuitive interfaces, ensuring accessibility for both analysts and high-level decision-makers.
 - Structured design workflows to allow for iterative testing and rapid enhancements, keeping projects aligned with evolving user needs.

// EDUCATION

Bachelors of Fine Arts
Aug 2011 - May 2016

- Northern Michigan University**
- Graphic communications concentration with heavy focus in visual design, typography, digital media, and branding. Gained hands-on experience in web design, advertising, and multimedia projects while exploring design principles and emerging technologies.

UI/UX Certificate
March 2025

- Udemy**
- 3 hour course covering design thinking, incorporating/building AI tools, and interviewing skills to apply in a professional environment.

// SKILLS

Product Design, UX Design, UI Design, Design System, Design Thinking, Information Architecture, Journey Mapping, Storyboarding, Prototyping, Wireframing, Native Mobile, Competitive Analysis, Usability Testing, User Interviews, Figma, Sketch, Illustrator, Photoshop, HTML, SCSS, Javascript, Learning Fundamentals of AI/ML