

Holden Greenberg

User Experience Designer - Chicago, IL

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Experience

Hy-Vee Grocery - UX Designer II - Full-Time

Feb 2023 - Present

- Led the creation of user-centric designs for the digital health & pharmacy team.
- Developed wireframes, mockups, and interactive prototypes in Figma for both internal and customer-facing applications.
- Assisted in developing a brand new design system based off of multiple existing component libraries.

Dell Technologies - Product Designer - Contract

Jun 2021 - Jan 2023

- Led discovery and framing process for a redesign of a major feature on dell.com resulting in a less cluttered and more useful design.
- Created robust wireframes and prototypes in Figma using Dell's design system.
- Facilitated various moderated and unmoderated user tests through usertesting.com across 10+ different projects and synthesized findings.
- Took over a large project from another designer, ensured it was implemented according to his vision, and made improvements along the way.

Berkshire Hathaway Specialty Insurance - UX/UI Designer - Contract

Sep 2020 - Jun 2021

- Created desktop and mobile wireframes, prototypes, and design systems in Adobe XD to improve travel insurance claims experience across 3 brands.
- Adjusted designs based on user and stakeholder feedback.

Newins Insurance - User Experience Designer - Contract

Aug 2020 - Sep 2020

Rise Interactive - User Experience Designer - Contract

Oct 2019 - Dec 2019

ISACA - User Experience Designer - Contract

Apr 2019 - Aug 2019

HighGround - User Experience Design Intern

May 2018 - Aug 2018

Skills

- Wireframing
- Prototyping
- Usability Testing
- Design System Management
- User-Centered Design
- Cross-Functional Collaboration
- User Research
- Information Architecture
- Visual Design
- Interaction Design

Software

- Figma
- usertesting.com
- Adobe XD
- Sketch
- Adobe Creative Suite

Education

Iowa State University -

Bachelor of Industrial Design

Aug 2015 - Dec 2018

- UX/UI Concentration
- GPA: 3.58 / 4.0
- Cum Laude