

Erin Hogan

Product designer based in Brooklyn

EXPERIENCE

Thumbtack | Product designer

AUGUST 2022 - PRESENT

- Primary designer on the Guide Pod, which focuses on customer retention by providing personalized guidance to homeowners.
- Increased retention by getting 90% of users to create a plan for their home through onboarding and guided content.
- Introduced a framework for Guides - personalized to-do lists for homeowners based on their interests - increasing requests by 8%.
- Contributor to Thumbprint, our in-house open source design system, that is the building blocks for all things design at Thumbtack.
- Head of the Social Committee, fostering a strong sense of belonging within the design org by organizing virtual and local events.

Alto | Product designer

NOV 2021 - AUGUST 2022

- Primary product designer for the supply facing Integrated Products team.
- Designed Access Alto, a payment widget for users to invest with Alto on partner platforms.
- Redesigned the deal creation portal to accommodate new features, enhance education of the product, and prepare for the new SOA platform.
- Created and documented new components to Alto's design system that is used across product and engineering teams.

EDUCATION

School of Visual Arts, New York

AUGUST 2018 - MAY 2020

Savannah College of Art & Design, Georgia

SEPTEMBER 2016 - JUNE 2018

CONTACT

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PORTFOLIO

erinhoganux.com

[instagram.com/erinhoganart](https://www.instagram.com/erinhoganart)

[Spring launch article](#)

SKILLS

UX/UI design

User research

Interaction design

Illustration & iconography

Animation

AWARDS

Peer Excellence Award 2024, for “best attitude and attention to detail”

Make Week Winner 2023, worked with 4 engineers to win Thumbtack's annual competition

Society of Illustrators 2021, 300 works are chosen from 8,700 entries

HOBBIES

Mastering my family's secret meatball recipe and walking my dachshund, Ollie, in Fort Greene