

Isaiah Hoagland

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EDUCATION

University of Washington

Seattle, WA

Bachelor of Design in Interaction Design | GPA: 3.7

Expected June 2026

Dean's List: 4 quarters | Crabby Beach Arts Scholarship, Robert L. Youells Visual Arts Scholarship

Relevant Coursework: Design Drawing, Intro to Typography, Design Methods, Visual Storytelling, Foundations of Interaction Design

EXPERIENCE

Public Relations Designer

UW Department of Electrical and Computer Engineering

Jun 2024 — Current

- Creating promotional materials, including graphics, social media content, and newsletters, developing over 100 pieces that drove a 23% increase in followers across all platforms.
- Collaborating with faculty and students to translate complex research into visually engaging content, enhancing accessibility for audiences with diverse levels of subject matter expertise.

Product Designer

Design for America, Project Polaris

Sep 2023 — Jun 2024

- Led a team of eight in designing intuitive visual interfaces for a student mentorship app, tailoring user experiences to the needs of first-generation college students.
- Conducted 20 student interviews and gathered insights from 70 survey responses to identify pain points and career guidance gaps to define user personas and use case diagrams.
- Designed and tested 20 wireframes and prototypes, refining the app through iterative feedback and usability testing with targeted users.

UX Researcher

Junior Bloomers

Jan 2024 — Mar 2024

- Conducted interviews and field studies with backpackers to uncover accessibility challenges and environmental and waste management issues in outdoor recreation.
- Facilitated participatory design workshops, leveraging user feedback to create iterative, sustainable solutions for environmental conservation.

Design Director

Chinese Student Association (CSA), 2024 Lunar Gala

Nov 2023 — Feb 2024

- Led a team of four designers to develop cohesive branding and marketing strategies, including visually engaging event materials and targeted social media campaigns, resulting in a 140% increase in attendance for the Lunar Gala.
- Integrated Chinese cultural themes into all creative aspects, ensuring authenticity by collaborating with 35 CSA officers resulting in a well-received, culturally rich event.

ADDITIONAL INFORMATION

Software Expertise: Adobe Creative Suite (After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro), Blender, Figma

Technical Skills: Branding, design systems, illustration, information architecture, interaction design, motion design, video prototyping, prototyping, UX research, wireframing

Interests: Travel photography, snowboarding, cycling, playing acoustic guitar