

Lahaina Pacaoan

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Product Designer

EXPERIENCE

Product Designer II | DISH Network

Dec 2022 - May 2024

- Improved conversion by 16% through a total site redesign on DISH Network's post-paid brand Boost Infinite and improved conversion by 10% on the prepaid brand Boost Mobile by working collaboratively with cross-functional teams using Jira and a lean agile iterative process.
- Lead Designer and Researcher with Gen Mobile, orchestrating collaborative efforts with developers and key stakeholders to drive a comprehensive site redesign aimed at enhancing user experiences and aligning with business objectives.
- Lead designer on a collaborative effort with teams from Amazon & Apple to revamp Boost Infinite's Amazon Storefront and Product Detail Page. This redesign resulted in a 29% increase in user understanding of Infinite's distinctive product offerings.
- Lead Product Designer and Researcher for the development of a data visualization tool at DISH to help facilitate the clear presentation of data and raw insights across all lines of business that are tailored to the various needs of DISH's diverse staff.
- Conduct comprehensive user testing by leading user testing efforts using research tools such as UserZoom and UserTesting to assess and gather valuable user insights throughout the design and product development lifecycle to enhance user experience and inform design decisions.

UX/UI Designer | Moment Studio

Jan 2022 - Dec 2022

- Craft and envision seamless end-to-end user-focused digital solutions.
- Meticulously craft flawless, responsive designs that seamlessly transition across mobile apps and web platforms using various design tools.
- Collaborate closely with a team of designers to create user journeys, wireframes, designs, documentation, and dynamic prototypes for internal stakeholders, all within the agile framework.
- Continuously monitor the latest design trends, staying at the forefront of UI, UX, and emerging technology developments.

Patient Experience Liaison | UCI Health

Sep 2021 - Aug 2022

- Conduct qualitative and quantitative research to get insights and improve customer experience.
- Define customer experience strategy through data analysis.
- Provide hands-on mentorship to the intern team and guide them through projects while providing feedback and help where needed.
- Work with teams in a fast-paced environment to solve complex organizational problems by drafting creative solutions. Solutions are presented to directors and internal business stakeholders.

EDUCATION

University of California, Irvine

- BA Political Science – June 2017

Concordia University, Irvine

- MA Healthcare Administration – December 2020

SKILLS

Design Strategy
Visual Design
Interaction Design
Information Architecture
User Research
Product Design

Tools

Figma
Figjam
UserZoom/UserTesting
Miro
Jira

CERTIFICATES

Advanced Figma Masterclass

Avocademy