

Sierra Noelle Hillman

Senior Product Designer

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SUMMARY

Senior product designer for zero-to-one AI products. Defined interaction systems for an agentic AI device ecosystem unveiled at CES 2026; led design for an AI platform shaping a Fortune 500 insurer's five-year strategy; shipped a startup's design system; cut a marketplace's bounce rate from 72% to 30%. Prototypes in code with AI-assisted tools, so teams test real interactions early.

EXPERIENCE

- IDEO** *ℙ*, *Interaction Design fellow* → *Interaction Designer* → *Senior Interaction Designer (promoted twice in 16 months)* 09/2024 – Present
- Led interaction design for the lead wearable in a consumer tech company's agentic AI device family, unveiled at CES 2026, and the storytelling across every device.
 - Led design for 4 core MVP features of a human and AI member support platform for a Fortune 500 insurer serving 45M+ members.
 - Defined when AI guides and when a clinician steps in for a first-time patient experience at a global pharmaceutical company, grounded in 30+ hours of research with patients, clinicians and pharmacists in the US and Europe.
 - Redesigned a clinical trial engagement app in a two-month sprint, using behavioral science to tie participants' tasks to their personal motivation; the flows now set the platform's retention roadmap.

- Coralum Health**, *Founding Product Designer (contract)* 07/2026 – Present | Remote
- Partnered with engineering to ship the company's website and the design system beneath it: 196 tokens and 11 components that meet WCAG AA, built for users with tremor and low vision.
 - Designing onboarding, shared profiles and clinician tools, including a sign-up flow that lets a caregiver help without taking over the account.
 - Designing the pitch decks the founders use with investors, shaping how the company tells its story.

- NXSTEP**, *Lead UX Designer (contract)* 09/2022 – 08/2024
- As sole designer, led web and mobile design for both sides of the marketplace from research through build, working directly with engineering to ship.
 - Redesigned the landing page from drop-off analytics, stakeholder interviews and mentor conversations, cutting bounce rate from 72% to 30% and helping recruit 48 mentors in the first year.
 - Sole designer across web and mobile for both sides of the marketplace, informed by drop-off and competitive analysis.
 - Ran usability testing with students and mentors each round, validating decisions before build.

EDUCATION

- Bachelor of Science, Visual Communication Design**, *San Francisco State University*
- Dean's List x3
 - Forensics Speech & Debate

- Associates of Arts & Sciences, Social and Behavioral Sciences | Associates of Arts, Communications**, *City College of San Francisco*
- Track and Field: 400m, 800m, 4x4

SKILLS

Core Design Skills	AI tools and Practices	Design Tools	Methodologies
Interaction Design, UX/UI Design, Information Architecture, Human-AI Interaction, Prototyping, Usability Testing, Accessibility, Service Design, Workshop Facilitation, Design Strategy, Stakeholder Management, User Research, Design Systems	LLMs (GPT, Claude), Midjourney, ElevenLabs, Veo, AI-Assisted Development (Lovable, Cursor, Figma Make, Claude Code)	Figma, Framer, Adobe Creative Suite, Notion, FigJam	Human-Centered Design, Systems Thinking, Design Thinking, Service Blueprint, Participatory Research

PUBLICATIONS

- 5 principles for easing the burden on caregivers** *ℙ*, *IDEO Thinking* 2026
- Prototyping a personalized care plan for children with autism**, *IDEO Edges* 2025
- Opportunities in the hidden costs of caregiving**, *IDEO Thinking* 2025