HOLLY BURLESON

Product Designer

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Experience

Copart

Lead Product Designer | *Portland OR (Remote)*   August 2023 - Present

- Spearheaded the launch of a new lot details page by collaborating with leadership and cross-functional teams, ensuring alignment with business objectives and user needs.
- Conducted extensive user testing to gain insights into user behaviors and preferences, informing design decisions and enhancing user experience.
- Worked closely with executive leadership, operations, sales, marketing, member services, and business intelligence teams to define project requirements and solve complex problems.
- Managed the user experience for 750k+ members across multiple countries, focusing on delivering high-quality, responsive, and accessible design solutions.

Copart

Senior Product Designer | Dallas TX   October 2021 - August 2023

- Led the design and rapid iteration of MVPs for various projects, including the Copart Payment Portal and Mobile Portal. Achieved a **30% reduction** in late payment fees and increased online payment methods adoption from **40.25% to 60%**.
- Directed the development of the Copart Design System in Figma, leading ideation, iteration, and finalization of the design components.
- Created the brand site for internal Copart users using HTML, CSS, and JavaScript, enhancing internal communication and user engagement.
- Mentored junior designers and developers, providing guidance and feedback to foster skill development and project success.

Copart

UX / UI Designer and Developer | Dallas TX   June 2019 - October 2021

- Produced wireframes, high-fidelity designs, and interactive prototypes for web and mobile platforms,
- Collaborated with designers to launch a new website, brand guidelines, and email templates for Copart's child brand, CashforCars.com.
- Designed and developed landing pages for a global audience, adhering to brand standards and optimizing for diverse user needs.
- Supported development efforts for Drupal-based sites, investor site content, and various landing pages.

Hilton

Content Specialist   Feb 2019 - June 2019

- Managed all content for Hilton's "Digital Key" on the mobile app
- Maintained brand voice for 14 Hilton brands
- Communicated and built relationships with hotel managers

Mitel

SEO + PPC Intern   Aug 2018 - Feb 2019

- Created SEO value by creating content, metadata, and adding keywords
- Assisted in PPC account restructure
- Designed new PPC banner ads to optimize for conversions

Education

University of Texas at Dallas   Graduated 2019

Bachelor of Science in Marketing

Skills

Design

Wireframing, information architecture, prototyping, responsive design, iOS design, Android design

Development

HTML, CSS, Sass, CSS Grid, Flexbox, Javascript, C#, Bootstrap, jQuery

Tools

Figma, Adobe XD, Sketch, Unity, Drupal, Adobe Suite