

# HOLLY BURLESON

## Product Designer

holly96b@gmail.com

Portland, OR

hollyburleson.com

[www.linkedin.com/in/holly-burleson](https://www.linkedin.com/in/holly-burleson)

## Experience

### ConductorOne

Product Designer | Portland OR

November 2024 - Present

- Designed key experiences for automations and dashboarding, making it easier for IT and security teams to visualize access risks, track automation progress, and debug issues quickly.
- Led design for Functions and CEL (Common Expression Language), improving the developer experience by simplifying complex logic-building, reducing errors, and increasing transparency across dynamic automations.
- Contributed to and scaled the company's design system, improving consistency, accessibility, and speed of delivery across the product.

### 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 Contractor | Dallas TX

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

## 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