

# DIA HUGGINS

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## WORK EXPERIENCE

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### PRODUCT MANGER

August 2022 - Present

*Humanoid Labs*

- Brought iOS app from early discovery phase to launch.
- Designed and launched custom e-commerce site in 2 months for under 6K. (wearehumanoid.com)
- Used beta and alpha user testing data and interviews to create a 2-year product roadmap for mobile app that prioritized high impact, low effort features to be executed by a small, agile team.
- Managed feature backlog and worked alongside developers and designers to execute the feature roadmap.
- Developed GTM social, media, and community strategy with the marketing team.

### UX DESIGNER + RESEARCHER

January 2022 - August 2022

*Humanoid Labs*

- Designed and oversaw 100 person beta test of a digital and physical product ecosystem, throughout which the NPS of the ecosystem improved from a 52 to a 76.
- Conducted 1x1 user interviews with primary and secondary target demographics to identify features impacting our KPI of repeat use/lifetime value.
- Designed and ran task-based UX research sessions to improve the user experience of our beauty application.
- Summarized data using google data studio, and created a searchable database of insights using Dovetail.

### INDUSTRIAL DESIGN CO-OP

May 2021 - August 2021

*Proctor & Gamble*

- Developed physical product prototypes for Bounty that were used to gain insights via in-person user studies.
- Redesigned CAD for injection molded parts based on prototype feedback to improve functionality and align design with purchasing preferences of our target demographic.
- Acted as a design manager for external partners which resulted in a new CMF guide
- Created patterns and cutting plates for new Bounty products.

### INDUSTRIAL DESIGN CO-OP + CONTRACTOR

August 2020 - April 2021

*Hammerhead*

- Developed, designed, and executed a multi-week remote product development workshop that brought together executives, designers, strategists, and engineers to generate new product features for our next-gen device.
- Prioritized key findings from workshop into a 4-year product and feature roadmap.
- Designed an integrated mounting system for the Hammerhead Karoo 2.
- Created accessory branding, and produced multiple market analyses.

## SKILLS

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### 2D DESIGN

Photoshop  
Illustrator  
Indesign  
Figma  
UX/UI  
Web design

### 3D DESIGN

Solidworks  
Fusion 360  
Keyshot  
Rapid prototyping  
Sketching  
3D animation

### RESEARCH

User interviews  
Usability testing  
Google data studio  
Survey writing  
Dovetail  
Maze

### OTHER

Shopify  
Klaviyo  
Tiktok/IG shop  
Pemier  
Logic  
FL Studio

## EDUCATION

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**UNIVERSITY OF CINCINNATI** *Industrial Design B.S.*

August 2015 - May 2021

111 out of 123 credits completed