

Isaiah Hoagland

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EDUCATION

University of Washington

Bachelor of Design in Interaction Design

Seattle, WA

June 2026

Dean's List: 9 quarters | Crabby Beach Arts Scholarship, Robert L. Youells Visual Arts Scholarship

ACHIEVEMENTS

Best Design — University of Washington WINFO's 14th Annual Hackathon 2026

1st Place — University of Washington Alpha Theta Delta x Design for America Hackathon 2024

EXPERIENCE

Design Coordinator

Seattle, WA

University of Washington, Facilities & Capital Planning

Nov 2025 — Present

- Spearhead the development of a new visual system for UW Housing & Food Services, collaborating with directors and cross-campus stakeholders to shape cohesive graphic, spatial, and digital experiences for more than 60,000 students, faculty, and staff annually.
- Conduct observational research across campus housing and facilities, translating user experience insights into actionable projects around spatial and environmental design solutions, including furniture, paint, and wayfinding systems, that inform long-term planning and renovation decisions.

Product Design Intern

Hong Kong, China

Goodnotes

Jun 2025 — Sept 2025

- Shipped a new entry point for AI-powered notebook outlines that became the primary discovery path, driving 60%+ of outline generation across Goodnotes' 25M-user base.
- Conducted end-to-end usability research with six participants, uncovering 60+ pain points that informed shipped LLM-powered note-taking features and long-term roadmap priorities.
- Created high-fidelity prototypes for AI-powered sandbox editing, outline generation, and quick-note features using vibe coding to rapidly explore interaction patterns, validate concepts, and guide product vision and cross-functional development.
- Spearheaded the design implementation of AI features to meet regulatory compliance for 8M+ users in China by translating regulatory requirements into design specifications and PRDs in partnership with Legal, Compliance, and Engineering teams.
- Drove strategic alignment through seven cross-functional workshops, facilitating ideation sessions that prioritized research opportunities, defined future milestones, and informed design product choices for AI note-taking features.

Public Relations Student Assistant

Seattle, WA

UW, Department of Electrical and Computer Engineering

Jun 2024 — Jun 2025

- Grew social media engagement by 34% and expanded reach to 20K+ followers through strategic content planning that involved audience analysis, content scheduling, and cross-platform coordination, producing 70 posts and 17 newsletters that highlighted departmental research, events, and student achievements.
- Assisted with updates to 30+ WordPress pages and produced promotional materials for eight major events, contributing to a 20% increase in student and alumni engagement through higher attendance and web traffic.

ADDITIONAL INFORMATION

Software Expertise: Adobe Creative Suite, Blender, Figma, WordPress, Miro

Skills: Design Systems, Interaction Design, Motion Design, Video Prototyping, Device Prototyping, UX Research

Interests: Photography, Snowboarding, Road Cycling, Bouldering