

# Isaiah Hoagland

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## EDUCATION

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### University of Washington

Seattle, WA

*Bachelor of Design in Interaction Design* | GPA: 3.7

*Expected 2026*

Dean's List: 8 quarters | Crabby Beach Arts Scholarship, Robert L. Youells Visual Arts Scholarship

## EXPERIENCE

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### Facilities UX Design Student Assistant

Seattle, WA

*UW Housing & Food Services, Facilities & Capital Planning*

*Nov 2024 — Present*

- Leading human-centered observational research across residence halls to analyze circulation, wayfinding, lighting, acoustics, social spaces, and operational workflows, identifying friction points that informs facility improvements and strategies for Summer 2026 renovations.
- Developing and presenting experience snapshots, annotated walkthroughs, and an Experience Diagnostic Deck to Facilities and Capital Planning stakeholders, facilitating brainstorming, concept development, and prioritization of high-impact capital and operational improvements.

### 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.
- 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.
- 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.

### 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.
- Collaborated with faculty, researchers, and industry professionals to promote talks, research breakthroughs, and departmental events across digital social media channels.

## ACHIEVEMENTS

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**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

## ADDITIONAL INFORMATION

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**Software Expertise:** Adobe Creative Suite (After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro), Blender, Figma, WordPress

**Skills:** Branding, Design Systems, Illustration, Information Architecture, Interaction Design, Motion Design, Video Prototyping, Device Prototyping, UX Research, Wireframing

**Interests:** Photography, Snowboarding, Road Cycling