

Isaiah Hoagland

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EDUCATION

University of Washington

Bachelor of Design in Interaction Design | GPA: 3.7

Seattle, WA

Expected 2026

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

EXPERIENCE

Facilities UX Design Student Assistant

UW Housing & Food Services, Facilities & Capital Planning

Seattle, WA

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

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

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