# Alana Joldersma

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## Summary

Product designer with 6 years of experience in B2B SaaS and enterprise public safety technology. Led the end-to-end redesign of Search for 120,000+ monthly active users and built design systems with 500+ components. Strong in user research, cross-functional collaboration, and engineering handoff. Prototypes with Claude Code.

## Experience

**Product Designer, SEARCH** · Flock · Series F scale-up · Aug 2025 – Present · Sacramento, CA (Remote)

- Initiated and owned the end-to-end redesign of Search, serving 120,000+ monthly active users.
- Partnered closely with customers to uncover operational insights, then evangelized those findings to the broader product organization (80+ stakeholders), shifting how we design and build products.
- Co-led user research and segmented cohort rollouts for a cross-team device selector overhaul, iterating rapidly and A/B testing approaches in user testing to deliver 2x faster device selection in Search.
- Spearheaded design system initiatives, contributing 30+ new or improved components from design through engineering implementation.

**Marketing and Product Designer** · Rhombus · Series A–C startup · Sept 2021 – Jul 2025 · Sacramento, CA (On-site)

- Spearheaded design and implementation of the Rhombus UI Component Library (500+ components) to unify the visual language of the entire product suite, cutting development time in half.
- Led the redesign and implementation of mobile app 2.0, reworking several key workflows based on user feedback and increasing feature adoption in Video Walls by 150%.
- Established engineering handoff workflows and trained other designers to use them, doubling efficiency in the implementation process.
- Led a 7-month brand refresh (new logo, redesigned website, marketing collateral), authored the first brand guidelines, and created sales assets and decks that contributed to over $200,000 in closed revenue.

**Designer** · Kraido · Agency · May 2020 – Sept 2021 · San Francisco, CA (Remote due to COVID-19)

- Owned and executed the C-Store Excellence educational website for convenience store owners using no-code tools.
- Led development of the “Resilient Carbon” pattern for the Chevron Renewables program and designed environmental solutions for national Wells Fargo bank locations.

## Education

**University of California, Davis** · B.A. Design · Cum laude with Department Citation of Excellence

## Skills

**Design:** Product Design, Design Systems, Component Libraries, UX Research, Usability Testing, A/B Testing, Brand Strategy, Mobile App Design, AI Prototyping

**Collaboration:** Cross-functional Collaboration, Stakeholder Management, Mentoring Designers, Engineering Handoff, Product Management

**Tools:** Figma, Claude Code, Claude, Magic Patterns, Adobe Creative Suite