

April Gau

UX + Product Designer • aprilgau@gmail.com • aprilgau.com

Experience

Product Designer II - Seismic

Nov 2021 - Sept 2026

- Led the end-to-end redesign of the news center, transforming it from a one-way announcement feed into a peer-to-peer learning space; drove a 35% increase in feature MAU within two quarters of launch
- Designed and shipped a customer-facing ROI dashboard in two months
- Piloted analytics report creator that became the basis for migrating customers off a legacy third-party analytics tool, reducing internal tooling costs and consolidating that workflow into the core product
- Scaled design quality and craft across a 30-person design team by founding and leading a mentorship program and recurring skills workshops, cited in team feedback as a top driver of team satisfaction
- Partnered directly with PM, Engineering, and Sales leadership to prioritize and ship roadmap initiatives

Founder & Product Designer - Kiwi Design Studio

Apr 2020 - present

- Founded and run an independent design studio delivering logos, brand identity, product UI, and marketing design for 10+ local businesses and early-stage startups
- Own full client lifecycle (scoping, pricing, design) across branding, web & mobile UI, and pitch decks
- Function as primary designer for early-stage clients, translating vague briefs into shippable design

UX Designer - HP

Oct 2020 - Nov 2021

- Designed HP's first product line targeted at small/medium businesses, covering user management, onboarding, and core account flows, from concept through launch, across mobile and desktop
- Led cross-functional design reviews with PM and engineering to align on user-centered solutions
- Contributed foundational UX patterns later adopted as part of SMB design system

UX Designer (Contract) - Hero Digital

Jan 2020 - Aug 2020

- Designed mobile app UI, app icons, and marketing graphics for Apple to enterprise-client standards
- Redesigned Vodafone's web and mobile UI to align with a new global design system, managing client feedback cycles directly and closing out the engagement ahead of schedule

Founding Product Designer - InfoPost

Feb 2019 - Jan 2020

- Built design system from the ground up: made reusable components that cut new-screen design time by an estimated 60%, and partnered with leadership on product strategy and feasibility assessments
- Led end-to-end design for company's mobile app and website, from initial user research to launch
- Ran ongoing usability research that informed more than 10+ product changes

Skills + Tools

Product design strategy, 0-to-1 design, usability testing, user research, design systems, UX architecture, journey mapping, cross-functional leadership, workshop facilitation, storyboarding, lo-fi → hi-fi prototyping, presentation design, illustration, Figma, Adobe Photoshop, Adobe Illustrator, Claude Design

Education

UC San Diego - B.S. Human Computer Interaction, Minor in Design