

Harrison Klostreich - Product Designer *with a mind for business and a heart for users*
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With 4+ years of experience across e-commerce, SaaS, and nonprofit sectors, I've led cross-functional teams to boost conversion rates, engagement, and SEO performance through scalable design systems, analytics-informed decisions, and iterative usability testing. I'm passionate about breaking down complexity into clear, actionable solutions for both users and businesses.

Product Designer @ Nesta Systems in Long Branch, NJ from November 2024 to Present

- **Led end-to-end design of a CRM dashboard** for a sales/marketing SaaS product, enhancing inbound leads and deal close rates by leveraging data visualization techniques such as KPI clustering and user flow mapping.
- **Increased user engagement by 13% and reduced bounce rate by 17%** by conducting usability tests and design audits, and then implementing accessibility improvements, clearer user flows, and performance enhancements.
- Collaborated with marketing and SEO teams to optimize site architecture and brand consistency, resulting in smoother content rollout and improved collaboration across functions.

Product Designer @ Greenlight Surf Supply in Manasquan, NJ from March 2021 to October 2024

- **Boosted revenue by 16%** by applying data-driven CRO techniques such as user funnel analysis and checkout flow optimization to the supplier's Shopify platform.
- Improved mobile responsiveness and reduced bounce rate by applying heat map insights (Hotjar), SEO optimization, and responsive design principles across landing pages.
- **Increased SEO ranking by 25%** by building scalable content templates and reorganizing educational content through improved site architecture, leading to higher organic traffic.
- **Drove a 20% lift in conversion** by developing multimedia assets and running A/B tests on graphics, copy, and layouts across paid ad landing pages.
- Designed scalable platform features for B2B users, simplifying data dashboards and applying UI standards for secure access, improving enterprise usability and decision-making efficiency.

UI/UX Designer - Contract @ Interpreting The World in Eatontown, NJ from April 2020 to March 2021

- **Increased site traffic by 22% and conversions by 10%** by leading a cross-functional team to implement new branding, redesign visual assets, and integrate them across the nonprofit's website.
- **Led end-to-end desktop design overhaul**, using agile sprints to re-categorize features and streamline navigation—enhancing user discoverability and task completion.
- Facilitated UX strategy workshops and implemented user personas and journey mapping to optimize user flows for campaigns—improving accessibility (WCAG compliance) and user satisfaction.
- Improved accessibility and localization by collaborating with English and Spanish content teams to adapt UI copy and layouts for multilingual audiences.

Visual Design Lead @ BNL School Photos in Marlboro, NJ from August 2016 to March 2018

- **Boosted production uptime by 15%** by resolving printing equipment issues quickly and improving interdepartmental communication to hit key delivery deadlines.
- Improved image quality and customer satisfaction by applying consistent color grading and precision cropping using Lightroom and in-house QA tools, reducing reshoot requests.

Education: Bachelor of Arts in Music Business @ Monmouth University

Certificate: Immersive UI UX Design, Thinkful Certified 2020

Skills + Tools: Information Architecture, UX/UI Design (Figma, Sketch, Balsamiq, Illustrator, InDesign), Visual Communication, Wireframing, Prototyping (Proto.io, InVision, Axure), User Research, User Interviews, Quantitative Data, Qualitative Data, Usability Testing, Conversion Rate Optimization, Stakeholder Relationships, Cross-Functional Collaboration, Figma, Design Systems, Analytics (Google Analytics, Tableau, Pendo), Data (UserBit, Maze), Code (HTML5, CSS, JavaScript), Python, Management (Jira, Monday, Miro, Zeplin, Trello), AI (ChatGPT, Mutiny), Photography (Lightroom, Photoshop, DP2)