

Mordechai Hammer

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A diversely-skilled product designer with **two deaf parents** and multiple years of experience as a sighted guide to a blind man. A lifelong learner and teacher, I'm always sharing tools, tips, and tricks within my organization. Currently, as **the driver for Lyft's Systems User Experience strategy**, I pride myself in delivering delivering holistic solutions that balance technical dependencies, business goals, and user needs.

Experience

SENIOR PRODUCT DESIGNER (DESIGN SYSTEMS), LYFT — 2022-PRESENT

- Drove Design System AI adoption, writing guidelines and integrating our DS into 3 tools, bringing consistency to hundreds of designs per day across the org
- Led an ambitious rebrand, requiring overhauling our color spectrum and elevation system. Masterminded a staged rollout using Figma Modes.
- Consolidated all 180 of Lyft's mobile icons, creating an accessible and scalable system for badging app versions across Rider, Driver, LUS markets, iOS, Android, and internal tooling
- Redesigned the launch animation for Rider and Driver apps, significantly reducing time-to-interaction by .72% / 14s on average
- Own and maintain Lyft's library of Figma components (Lyft Product Language), refactoring in 2024 decreasing detachments by 72% and with an average variant reduction of 70%

PRODUCT DESIGNER (ACTIVATION), OUTPUT — 2020-2022

- Lifted core feature engagement 300% and boosted conversion by 8% by designing a scalable guided onboarding system.
- Increased conversion by 5% by designing an in-product modal experience.
- Aligned with partner teams to redesign a website with 29mil+ monthly impressions.
- Created a Design System for Output's website, refactoring components for scalability and modularity.

Speaking

CSU LONG BEACH

I teach a twice-yearly Figma workshop at CSULB, aimed at students who have experience with Adobe tools but have never used Figma.

ICELANDIC UNIVERSITY OF THE ARTS

In 2024, I expanded my CSULB workshop to a week-long course for the multidisciplinary design program at Iceland's only arts university.