

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 holistic solutions that balance technical dependencies, business goals, and user needs.

EXPERIENCE

SENIOR PRODUCT DESIGNER (DESIGN SYSTEMS) @ LYFT SEPT 2022 - PRESENT

- 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%**
- Led a pilot for Figma's Dev Mode, coordinating **30+** participants across **11** teams across Design and Engineering
 - Demonstrated significant time and effort savings, resulting in Lyft's full investment in the feature in 2025
- As Lyft's resident design tooling expert, I educate and uplevel designers through digestible videos, documentation, and brown bag workshops
- 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

PRODUCT DESIGNER (ACTIVATION) @ OUTPUT MAR 2020 - SEPT 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.

EDUCATION

B.S. IXD @ SANTA MONICA COLLEGE VALEDICTORIAN - 3.9GPA

SKILLS

DESIGN

Design Thinking • Motion Graphics • User Research • Service Design • User Flows • Concept Sketches • Wireframes • Mockups • 3D Modeling • Video Editing • Illustration • UX/UI • Leading Workshops • Crossfunctional Collaboration • Public Speaking

TOOLS

Figma • Sketch • Framer • Adobe (AE / AI / PS / XD) • Blender • Fusion360 (CAD) • Webflow • Principle • Protopie • RIVE • Zeplin • *My hobby is learning new tools, so this list continues well beyond a page.*