

HELLO! I'M HAYLEY JACKSON,

a Product Designer.

Contact

hayleyjacksondesign.com
linkedin.com/in/jacksonhayley
hayleyjacksondesign@gmail.com

Education

Texas A&M University

BA, Communication Design

CareerFoundry

UX Certification
UI Specialization

Skills

Design

Holistic UX & UI Design, Interaction Design, Prototyping, Web Design, Agile Methodologies, Wireframing, Information Architecture, Usability, Service Design, Accessibility, Responsive Design, Design Systems, Data Analysis, Data Visualization, UX Strategy

Research

User Interviews, Personas, Information Architecture, Site Map, User Journey, Competitive Analysis, Surveys, Diary Studies, Usability Testing

Software

Figma, Adobe CC (XD, Photoshop, Lightroom, Illustrator, After Effects, Premiere Pro, InDesign, Dreamweaver, Jira, Invision, Miro, Basic HTML/CSS, Proto.io, Sketch, Zeplin, Notion, Trello, Confluence, Spline

EXPERIENCE

Hayley Jackson Design | Product & Brand Designer

June 2013 - Present

- Craft end-to-end experiences spanning the entire product life cycle, starting from initial concept and research, through user flows, low-fidelity wireframes, high-fidelity UIs, to product deployment and performance tracking.
- Employ a user-centric, data-driven design approach with compelling storytelling to gain stakeholder comprehension and approval.
- Strategically conceptualize and execute brand identities, encompassing design systems, logos, inclusive content, design languages, and websites.

Tattle | Lead Product Designer

Dec 2022 - July 2023

- Conducted a UX audit using research and insights, resulting in a 100% reduction in product inconsistencies through the development of a design system.
- Thought partner with Product Management, Customer Success, Marketing, Development, Engineering, and stakeholders to gain insights into user challenges, simplify intricate issues, and drive meaningful user and business outcomes.
- Streamlined end-to-end design process, turning research insights into innovative B2B products and features through sketching, prototyping, and iterative refinement.
- Contributed to the launch of 7 new features, resulting in a 25% boost in user adoption and retention, and a **\$2+ million increase in ARR within 4 months.**

Tech Fleet | Visual Design Lead & Full Cycle UX Designer

June 2022 - Nov 2022

- Led the international **Earth Hero** team in producing 80+ UI components, including user research, usability testing, accessibility, color theory, user flows, personas, UX strategy, visual design, and an interactive prototype.
- Elevated collaboration across global teams by facilitating workshops on design best practices, fostering a shared understanding and integration of design principles.
- Collaborated with the international cross-functional **Ruminate** team to develop an evaluation web application MVP, resulting in a 20% increase in merchant sign-ups.
- Increased user engagement metrics by 50% through research-driven iterations of wireframes, prototypes, visual designs and building a comprehensive design systems.

Riley | Junior Product Designer

February 2022 - May 2022

- Partnered with an international SaaS team from marketing, development, engineering, and stakeholders to rebrand the mobile app and responsive website, leveraging user research, usability testing, graphic design, and a full cycle iterative design process.
- Designed and prototyped a mobile onboarding process to guide users through interacting with young AI and voice recognition software.

Bob Jackson Remodeling | UX/UI Designer

October 2020 - February 2022

- Redesigned the website to improve usability, IA, navigation, and visual appeal, resulting in a 25% decrease in drop-off rates.
- Implemented a streamlined and intuitive 'project inquiry process', leading to a 40% increase in bid requests from potential customers.
- Developed a scalable design system and style guide to maintain consistency across all digital touchpoints.
- Produced conversion driven CTAs, landing pages and promotional materials, resulting in a 15% increase in overall revenue.