Faye Hays

fayaki@gmail.com | fhays.github.io (tech) | fhays.com (all)

I'm a 0-to-1 high impact and data-driven designer with over a decade of experience ranging from early stage startups to large cross-functional teams. I'm also an artist, parent and former academic.

Senior Staff Product Designer
Meta | meta.com | 2021-Present

IC7 2024-Present
IC6 2022-2024
IC5 2021-2022

- **Meta Verified (MV) on WhatsApp:** Led cross-org design teams to deliver end-to-end mobile experience for launch of Meta Verified (MV) on WhatsApp, resulting in a pilot and product launch within nine months

- **Meta Verified Badge:** Successfully shifted the meaning of the blue badge from notability to verification status with positive impact to topline

- **Meta Verified for Businesses:** Developed cross-app strategy for benefits for the Meta Verified for Businesses tiered subscription product which resulted in global launch of MV for businesses; met ambitious ARR goals; connected working team to cross-org efforts, facilitated reviews and stakeholder buy-in, supported design team needs including content (copy) design, and mentored while contributing to multiple areas (Growth, Retention) and surfaces (Instagram, Facebook, Messenger, Meta Business Suite)

- **Shops on Instagram & Facebook:** Redesigned the navigation across Shops on Instagram and Facebook for improved quality that also increased return on ad spend, designed the Cart surface and core experiences with a fellow PD, designed a web tool for sellers to tag products in user-generated content, developed an internal experiment logging tool for developers that helped teams coordinate and sustain learnings

- Earned "Exceeds" or "Greatly Exceeds" for 4 out of 5 review cycles

Head of Design & Senior Product Manager
Messari | messari.io | 2018-2020

- Led design for 1 year old blockchain analytics startup, evolved 3 sites into 1 cohesive product suite and design language, co-led sprints and roadmap, brought functions together, tracked analytics, led ideation, designed future-facing beta tool, helping establish company as a leader in blockchain; mentored via She(256)

Member Artist

Gowanus Studio Space | gowanusstudio.org | 2017-2018

- Took a year to work on sculpture, printmaking, furniture and writing

Creative Lead

Quidd | x.com/quidd, acquired by Animoca Brands in 2019
2016-2017

- Led redesign of digital collectibles marketplace with 350+ licensed brands), tripled retention, implemented a modular design system, created support system for colleagues; helped company get to Series A

Design Director

Village for Parents | 2014-2016

- Led design as first employee, worked with CEO and one engineer, interviewed parents for new parenting advice app, 0-1 launch

- Received Honorable Mention from Webby Awards and Best Navigation from Silicon Beach App Awards

Parenteen (formerly Mavizon) | 2013-2014
- Led design for new app, researched users and designed interfaces, resulting in launch of a driving tracking app for parents of teens

UI/UX Designer

Cadenza | 2013
- Began UI/UX role after pivoting from academia; submitted winning proposal for designs, made wireframes, flows, and branding for v1

Adjunct Faculty

Northeastern University | northeastern.edu | 2011-2012
- Taught undergrad courses in architecture while completing doctorate

Teaching Fellow

Harvard University | gsd.harvard.edu | 2009-2013
- Taught seminars & graduate school classes while completing doctorate

Doctor of Design | Harvard University Graduate School of Design | 2013
Master of Science | London School of Economics | 2009
Master of Architecture | University College London | 2008
Bachelor of Environmental Design | Texas A&M University | 2007