

# Faye Hays

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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