haley JOY

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Leader, mentor, and creator. Passionate UX/UI leader with proven success employing a forward lean, collaborative approach, utilizing a business focus when facing exciting and challenging opportunities. Uses tech-driven design to delight users while simultaneously achieving business objectives.

Relevant Skills

- Leadership
- Analytical Skills
- User Research
- Field Observation
- Wireframing
- Rapid Prototyping
- Understanding of HTML, CSS, Javascript, XAML, C# limitations
- Visual Storytelling
- Copywriting

Relevant Software

- Figma
- Zeplin
- Sketch
- Axure
- Invision
- Adobe Creative Suite

Additional Skills, Tools & Experience

- Extensive color theory education
- Character Design
- Mural Painting
- Social Media Marketing

Associations and Conferences

- Adobe Max 2020
- SXSW 2019
- UXPA International 2019
- Enterprise UX 2018
- Big Design 2018+2019
- Dallas Society of Visual Communications
- AIGA DFW

Experience

UX Design Lead, Masergy (Comcast Business), Dallas, TX   Feb 2023-Present

- Established first-ever design-led product practices and processes at Masergy, shifting roadmap prioritization practices to focus on data-driven and research-driven projects
- Forged a relationship between the Comcast Business product team + Masergy product team and facilitated the combination of both roadmaps/development efforts
- Identified data gaps and worked with development to ensure usage analytics are captured throughout the product
- Designed and documented patterns of interaction and design guidelines to establish visual and interactive consistency within product
- Led design of customer self-serve report scheduling tool for 15 different types of reports, cutting manual employee time spent on this task from a combined 400 hrs/week to 20 hrs/week
- Led design of SD-WAN features allowing customers to manage their own IP security profiles at an extremely high level of detail, cutting employee time spent on this task from a combined 350 hrs/week to 14 hrs/week

UX Design Team Lead, Real Geeks, Dallas, TX   Dec 2021 - Feb 2023

- Led team of product, development, and marketing to champion the creation of a new product for Fidelity National Financial (RG parent company) generating additional value to Real Geeks as well as 3 other FNF companies
- Created and led an mentorship and professional development program for driven, self-starting Real Geeks employees looking to grow their Design + Product skills
- Streamlined communication between Product+Design teams at Real Geeks and CINC to benefit from knowledge sharing, shared research, and solution sharing
- Responsible for 3 direct reports
- Created a Content Style Guide, collaborated with Marketing, Sales, Onboarding departments to ensure a shared language across Real Geeks platforms and channels
- Led design of automated messaging platform driving conversion for RG customers

Senior UX Designer, TaxAct, Dallas, TX   May 2021 - Dec 2021

- Responsible for UX/UI design, UX research, workflow design and operational support for a new B2C product offering
- Identified TaxAct employee pain points and mapped out past and future workflows
- Distilled customer research and created customer journey maps
- Championed a scalable solution addressing both training and operational needs as new product grows from 10 employees converting 100 units -> 100 employees converting 10,000 units
- Completed a competitor analysis leading to additions to product roadmap for TaxAct
- Creator and leader of an internal mentorship and professional development program for the TaxAct design team

Senior Interaction Designer, Capital One, Plano, TX   2019-2021

- Responsible for UX/UI design, research experience, wireframing and prototyping for B2B and B2C projects
- Digitized manual processes by designing and implementing an e-sign process for customers, which reduced agent and consumer effort, human error, turn-around time per loan (up to 30%), and losses ($6m+ saved since June 2020)
- Led user research and design employing a forward lean, implementing pattern-based processes for complex needs of customer service agents and operation teams in VOLT (a standardized and streamlined loan processing program that will replace the existing 20+ year old monolith program, early results showing a productivity boost of 40%)
- Identified opportunities for VOLT to be utilized across multiple LOB's within Capital One, using a design approach that incorporated other LOB's to ensure a comprehensive cross-company-friendly tool
- Led launch of Capital One Auto Refinance's first outbound research initiative and completed monthly consumer studies, resulting in important changes to the product roadmap and the creation of a robust idea catalog

UX Designer, Heritage Auctions, Dallas, TX   2018- 2019

- Drove user research and design work on specialized tools for 13+ teams and oversaw adoption of new application
- Automated processes making the user experience more efficient and delightful, resulting in a 30% speed increase in task completion across operations and customer service teams
- Helped scale and maintain a Design Library containing patterns and solutions, improving development efficiency and enforcing company-wide standards
- Influenced a switch to test-driven development processes, resulting in faster turn-around time and a significantly reduced error rate
- Updated and maintained hundreds of wireframes and clickable prototypes in Axure

Education

Bloc, Inc. UX/UI Design Program   August 2017

Academy of Art University, San Francisco, CA   August 2016
B.F.A. Digital Illustration