

Hazel Leung

Product Designer

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WORK EXPERIENCE

National Public Radio (NPR)

Senior Product Designer | November 2022 - Present

Design Technologist | July 2019 - November 2022

- Modernized the podcast sponsorship insertion tool that contributes ~\$20M (in FY20) in annual revenue by simplifying insertion, expanding application functionality to address more user needs, writing support documentation, and eliminating sponsorship update turnaround time.
- Revamped the external podcasts dashboard that manages the ~3,000 non-NPR podcasts in NPR clients by redesigning the interface and improving error/warning descriptions and editing capabilities, which made editorial curation easier, less error-prone, and decreased troubleshooting time.
- Fostered a highly collaborative environment across design, product management, engineering, stakeholders, and executive leadership by opening research sessions for observations, expanding design reviews to seek cross-discipline feedback, documenting requirements and learnings, and leading discussions.
- Blueprinted the ad server migration of the complex end-to-end product ecosystem of multiple, cross-departmental user groups and their operational touchpoints across podcast monetization and publishing experiences, which included multiple scenarios and edge cases to capture each individual show use cases; migration was valued at over ~\$20M (in FY23 and is about one-third of company annual revenue).
- Spearheaded writing organizational design principles and best practices and operationalized giving and seeking feedback processes within the design team.
- Planned, conducted, and facilitated in-person and remote research studies, workshops, and co-design sessions with users, designers, engineering, product, and stakeholders that defined design decisions and informed product roadmaps.

UC San Diego Web Technology Services

Product Designer & Web Developer | June 2018 - June 2019

- Conducted user interviews, created user journeys, sketched application wireframes and mockups, and developed websites for campus departments and organizations, which decreased landing page drop-offs and improved site information architecture.

AWARDS / TALKS

2020 Grace Hopper Celebration Speaker "User Research Cannot Exist Without Study Design" Oct 2020

Honors Thesis "Understanding Factors Affecting Undergraduate Office Hours Attendance Rates in Higher Education" 2018-2019

UC San Diego Principles of Community "Championing Freedom of Expression"

Awards Finalist Jan 2018

Earl Warren College Undergraduate **Research Scholar** 2017-2018

EDUCATION

University of California San Diego

B.S. Cognitive Science,
Human-Computer Interaction
Specialization

- Awarded department honors and distinction

SKILLS

Design

Product Discovery
Interaction Design
UI/Visual Design
Service Design
Content Design
User Journey Maps
Service Blueprints
Wireframing
Prototyping
Workshop Facilitation

User Research

Generative & Evaluative Studies
Experimental Study Design
Interview Facilitation
Usability Testing
Data Analysis
Insight Generation

Code

HTML, CSS
JavaScript

Languages

English
Cantonese
Mandarin

Other

Public Speaking
Technical Support Article Writing
Figma / Sketch / Adobe CC