

Hazel Leung

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UX / Product Designer

WORK EXPERIENCE

National Public Radio (NPR)

Senior Product Designer | November 2022 - Present

- Blueprinted a \$22M+ ad server migration that improved creation and publishing workflows for podcast producers by mapping complex workflows across several creation tools (e.g. NPR's production tool and content management systems) and systems (e.g. internal audio processing microservices, ad server APIs).
- Designed user flows, mockups, and prototypes for both 0-1 products and features of B2B2C enterprise publishing and curation tools to manage their content on NPR clients and to collaborate with other organizations in the public media ecosystem.
- Oversaw systems thinking and design strategy across a suite of back-end (APIs, services) and front-end (dashboards, enterprise software) publishing and curation products for local radio stations.
- Collaborated with cross-functional partners to create product and engineering requirements through workshops, brainstorming, and co-design sessions, ensuring alignment and impactful launches.
- Built coalitions and consensus with cross-functional peers, key partners across programs to drive design results through demos and stakeholder presentations.
- Initiated and managed the design system and library for all internal and customer-facing publishing tools, speeding up design velocity and design cohesiveness.

Design Technologist | July 2019 - November 2022

- Modernized the podcast ad monetization tool that contributed ~\$20M (in FY20 and FY21) in annual revenue by simplifying UI designs, expanding application functionality to address more user needs, writing support documentation, and protecting revenue by eliminating lapsed sponsorship.
- Led the design of an internal podcast dashboard that streamlined management and troubleshooting of ~3,000 external podcasts, which approximately halved troubleshooting time.
- Conducted in-person and remote user research studies that tested design decisions, incorporating findings into newer iterations.

UC San Diego Web Technology Services

Product Designer & Web Developer | June 2018 - June 2019

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

EXTRACURRICULARS / AWARDS / TALKS

Recipient, NPR Network Award | NPR, 2024

Speaker, Grace Hopper Celebration | "User Research Cannot Exist Without Study Design" October 2020

Mentor, UCSD Alumni Network | Design/career mentor for undergraduates

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
Prototypingw
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