Hazel Leung

Product Designer

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WORK EXPERIENCE

Senior Product Designer @ NPR

July 2019 - Present

Design Technologist: July 2019 - November 2022

• Modernized the podcast sponsorship insertion tool that contributes ~$20M (and increasing) 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.

• Architected systems design that integrated new publishing systems, legacy systems, and back-end payment systems that power producer content creation and audience experiences with NPR+ Podcast Subscriptions, which has seen a +100% YOY growth of subscribers since launch.

• Developed service blueprints that visualized the complex ecosystem of multiple, cross-departmental user groups and their operational touchpoints across production and publishing experiences that aided roadmap creation and strategic planning.

• Blueprinted intra- and inter-departmental workflows for content creation and distribution that pinpointed opportunities for process improvements in podcast and radio workflow, which reaches 46M listeners/week across platforms and where podcasts generates ~$70M/year annual revenue.

• Planned, conducted, and facilitated in-person and remote research studies, workshops, and co-design sessions with users, designers, engineering, product, and other stakeholders that informed design solutions and drove strategic alignment.

Product Designer & Web Developer @ UC San Diego

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
Visual & UI 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