

HAZEL LEUNG

hazelleung.com
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UX / Product Designer

EDUCATION

University of California San Diego

Sept 2015 - June 2019

B.S. Cognitive Science

Specialization in Human-Computer Interaction
Awarded department honors and distinction

SKILLS

Design

Interaction Design
Visual Design
Experience Design
Design Strategy
User Flows
Prototyping
Workshop Facilitation

Software

Figma
Sketch
InVision
Adobe Creative Cloud

Code

HTML, CSS
JavaScript
Java

Research

User Research
Usability Testing
Experimental Design
Statistical Analysis
A/B Testing

Languages

English
Cantonese
Mandarin

AWARDS / TALKS

Earl Warren College Undergraduate Research Scholar 2017-2018

**UC San Diego Principles of Community
"Championing Freedom of Expression"
Awards Finalist** Jan 2018

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

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

WORK EXPERIENCE

Design Technologist

NPR

July 2019 - Present

- Modernized the podcast sponsorship insertion tool that contributes ~\$20 million (and increasing) in annual revenue by streamlining producer workflow, expanding application functionality to include more production needs, and decreasing turnaround time for sponsorship updates.
- Transformed the external podcasts dashboard that managed ~3,000 non-NPR podcasts in NPR clients by overhauling editing and troubleshooting processes and by providing podcast status visibility for member station staff and 3rd party podcasters.
- Planned and conducted research studies, led design workshops, and facilitated co-creation sessions that provided key insights that informed design, product, and technical direction.
- Redesigned the end-to-end podcast production and publishing workflow that enables important newsroom journalism and significant company revenue generation (~\$70 million total annually from podcasts) by streamlining cross-department collaboration and technology usage.

Product Designer & Web Developer

Workplace Technology Services | UC San Diego

June 2018 - June 2019

- Coordinated with campus clients to define workplans and design websites that decreased their website's landing and starting page drop-offs.
- Brought successful research insights to PM and developer teams by conducting interviews, creating user journeys, and sketching university application mockups.

Product Design Intern

Birch Aquarium at Scripps

June 2018 - September 2018

- Mapped interaction flows, conducted prototype usability tests, and translated data into actionable insights for engineering teams and stakeholders.
- Mentored teammates on human-centered design principles as the lead UX designer.