

# Haley Lewis

UX/UI Designer | Product Designer

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## PROFESSIONAL EXPERIENCE

**UX/UI Designer** - Contract, 08/2022 - Present

FreshChefs

- Lead a team of designers in redesigning the website experience of a B2C meal kit service based in Canada, aiming to increase customer trust, conversion rates, and company growth.
- Blend business goals with UX best practices and secondary research to create a user-centric product that aligns with the needs of specific user groups.
- Communicate directly with client and design team to resolve any challenges and foster a collaborative environment that promotes creativity, innovation, and efficient problem-solving.
- Develop a style guide and design system using components to ensure consistency and scalability across designs.
- Facilitate remote team meetings and iterative design sessions that promote productive discussions among team members, all while demonstrating strong communication, organization, and leadership skills.
- Work efficiently in Figma to create wireframes to successfully create a user-centered, responsive website design that surpasses client's expectations.

Sustainable Trades

- Craft an engaging, logged-in experience for a B2C e-commerce website, transforming the client's vision into reality while prioritizing the distinct needs of various user groups in the design process.
- Utilize competitor analysis and secondary research to fully understand the sustainability and e-commerce markets and design with the relevant best practices in mind.
- Collaborate within a remote, cross-functional team of 5 to continuously iterate and improve designs through an agile approach and real-time co-working in Figma.
- Craft pixel-perfect mockups and establish a design system with components to ensure business can expand.
- Adhere to UX best practices and heuristics to ensure consistency in typography, spacing, and iconography.
- Ensure accessibility throughout designs by following WCAG guidelines to create inclusive experiences.
- Prepare developer-ready handoff files enabling developers to translate design into a quick product-to-market flow.

AquaVox

- Design a B2C mobile application from the ground up for a startup, emphasizing UX best practices to deliver an intuitive and user-friendly water safety testing application.
- Conduct exploratory research, analyzing competitors and synthesizing data from secondary research to develop a comprehensive understanding of the market space.
- Collaborate effectively within a 5-member remote team, articulating design rationale and championing an agile mindset to encourage a dynamic, iterative approach to design.
- Produce key design artifacts, including sketches, UI iterations, and style guidelines to steer the design process.
- Incorporate feedback from the client, design lead, and project manager to deliver cohesive final designs that exceed client expectations and demonstrate strong stakeholder management.
- Create a component library, wireframes, and style guide within Figma integrating Gestalt principles and usability heuristics to ensure consistent design patterns and scalability.

**Operations Coordinator** - CLEAR Organizing, Walnut Creek, CA, 02/2022 - 03/2023

- Successfully oversee and manage relationships with multiple vendors and clients, demonstrating exceptional project management skills, resulting in the successful execution of over 150 projects.
- Balance a customer-centered focus with business needs to manage a diverse portfolio of 35 client projects concurrently in a self-directed and fast-paced startup environment.
- Collaborate closely with the CEO to provide leadership and supervision for a team of 10 employees while actively designing and documenting processes to enhance efficiency and overall performance.
- Continuously seek opportunities to streamline operations, ensuring an improved experience for both employees and customers.

**Outreach Advocate and Educator** - Domestic Violence Action Center, Honolulu, HI, 02/2021 - 01/2022

- Lead with empathy while assessing the needs of domestic violence survivors, facilitating vital resource connections, and significantly enhancing their quality of life.
- Deliver presentations 50+ times on complex topics related to domestic violence to teach and educate teenagers, parents, and teachers, demonstrating strong public speaking and people skills.
- Design high-quality digital and print marketing materials to create cohesive branding and educational content.

**Registered Behavior Technician** - All About Behavior, Kailua, HI, 09/2020 - 02/2021

- Apply behavioral psychology and child development principles to implement evidence-based therapy for children with autism, yielding tangible outcomes such as heightened self-sufficiency and notable improvement in behavior.
- Customize therapy to each individual child's needs, employing a commitment to inclusivity and accessibility.
- Leverage research and behavioral data to improve the child's treatment plan in collaboration with a supervisor.

**Global Engagement** - PATH, San Francisco, CA, 05/2019 - 08/2019

- Harness secondary research to create and deliver informative presentations on AI applications in healthcare.
- Collaborate with the senior director of donor relations to secure funding for a global health nonprofit.
- Maintain detailed project documentation including meeting notes, action items, and issues lists to ensure timely project management.

**Communications Assistant** - New Orleans Child Abuse Prevention Center, New Orleans, LA, 02/2019 - 05/2019

- Design educational pamphlets and brochures and write copy for New Orleans' primary child abuse intervention center, resulting in increased awareness of child abuse and of the center's mission.
- Managed surveys and data tracking to assess the impact of police training sessions on child abuse case response, continuously improving content based on user feedback.
- Contribute to multidisciplinary meetings with stakeholders in child abuse cases to assess the child's situation, form a unique approach to addressing those needs, and ultimately improve the child's life.

## OTHER

**Board of Directors: Design and Outreach** - Children of Faith Missions, Remote, 11/2022 - Present

- Serve on the board of directors for a children's home in India, collaborating with a multidisciplinary, 12-person team to foster a commitment to excellence and prioritize the children's wellbeing.
- Involved with the home for 9+ years, actively engaging with the children through regular visits and educating them in English and health subjects.
- Apply UI and graphic design expertise to craft visually captivating content and promotional materials, elevating supporter engagement and ensuring brand consistency.
- Play a pivotal role in planning and executing a successful fundraising event, surpassing the \$20,000 target.

## EDUCATION

**UX/UI Foundations**, Avocademy

**B.S. in Public Health**, Tulane University, 3.85 GPA, *magna cum laude*

## SKILLS

**Design:** User Interface Design, Design Thinking, Product Design, Mobile App Design, Wireframing, Prototyping, Web Application, iOS Design, Responsive Design, Visual Design, Design Systems, Accessibility, Style Guides, Typography, Ideation, Sketching, End-to-End Design, Prototyping.

**Research:** User Research, Interviewing, Usability Testing, Affinity Mapping, Competitive Analysis, Heuristic Evaluation, Qualitative Research, Survey Creation, Personas, User Stories, User Flows, Information Architecture, Empathy Mapping.

**Tools:** Figma, Miro, Jira, Zoom, Procreate, Slack, Loom, Canva, Calendly, Mural, Google Workspace, Microsoft Office.

**Soft Skills:** Communication, Collaboration, Agile, Leadership, Curiosity, Critical Thinking, Empathy, Adaptability.