

Haley Lewis

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EXPERIENCE

UX/UI Designer at Moment Studio

Remote, 8/2022 - Present

Contract: 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.
- 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.

Contract: 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.
- Craft pixel-perfect mockups and establish a design system with components to ensure business can expand.
- 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.

Contract: 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.
- 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 at CLEAR Organizing

Walnut Creek, CA, 2/2022 - 3/2023

- 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.
- Successfully oversee and manage relationships with multiple vendors and clients, demonstrating exceptional project management skills, resulting in the successful execution of over 150 projects.
- 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.

Outreach Advocate at 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 diverse audiences, demonstrating strong public speaking and people skills.
- Design high-quality digital and print marketing materials to create cohesive branding and educational content.

EDUCATION

UX/UI Foundations, *Avocademy*

2022

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

New Orleans, LA, 2016-2019