



Wesley Haines
ahaines90@gmail.com - 650.722.3558
wesleyhaines.com

Work

Dec. 2021 - Present

New York, NY



Staff Product Designer - Duolingo

Lead all design systems efforts at Duolingo on their internal design language and formed a roadmap around component health, sub-systems, quality checklists, system versioning and more.

Mar. 2020 - Dec. 2021

New York, NY



Product Design Lead - Spotify

Lead design and research efforts for an internal platform for Spotify Home. This platform centralizes multiple personalization tools and processes for the Spotify Home organization.

Jun. 2018 - Mar. 2020

New York, NY



Product Design Lead - Nike

Lead all design and research efforts for a new data science and personalization platform for the entire Nike organization - using machine learning to uncover insights on how to grow the business.

Jun. 2016 - Jun. 2018

Mclean, VA



Product Design Lead - Capital One

Lead and defined various design initiatives (including research plan, content strategy, interaction paradigms, visual language) for a new products with the Bank and Card orgs.

Jun. 2015 - Jun. 2016

Mountain View, CA



Product Designer - Google

Defined, designed and executed various projects and initiatives for the Identity team while working with Google Search, Maps and Android to shape product vision.

Jun. 2014 - Jun. 2015

San Francisco, CA



Product Designer - Sony Playstation

Designed new features and tools from concept to wireframes to prototypes. All designs were implemented in updates to the PS4, PS3 and Sony Bravia TVs.

Jan. 2013 - Jun. 2014

Los Angeles, CA



Freelance Designer

Designed and created a variety of different digital and creative projects for Google, Toyota, Nvidia, Carnival Corporation and Pearson Education.

Learn

Aug. 2008 - May. 2012

Washington, D.C.



B.A. Art History - American University

Coursework covered in-depth studies into Italian Renaissance and Modern/Contemporary art theory. Minor in Political Science.

Play

Design

Figma
Keynote
Framer
Principle

User Research
Journey Mapping
Competitive Analysis
Motion Design

HTML
CSS
Javascript
Design Systems

Life

Basketball
Running
Tennis

Jazzmaster
Telecaster
Ableton

Hiking
Mental Health
Sneakers