


Hailey Nevins

Director of Design

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A seasoned design leader with 16+ years in the design industry, 14 years focused on product design, 8 years of mentoring and career coaching, and 6 years of design management. Currently the Director of Design at Vendia and the co-founder of Recursive Thinking, a Seattle based design and development meetup geared toward supporting individuals growing their careers in tech through interview training, portfolio reviews, and resume reviews.

Experience

2021 – PRESENT

Vendia Director of Design

- Spearheaded a company-wide product shift to an AI based LLM service that allows business users of all skillsets to leverage the power of Vendia Share, getting buy-in from both the C-Suite and board of directors.
- Designed and documented the components, composites, and page templates of the Vendia design system leveraging Figma components and variants.
- Managed the redesign of Vendia's company branding, guiding the team to execute all required artifacts, and documents assets for internal and external usability.
- Led a team of designers to redesign the Vendia Share application to accommodate the business decision maker persona.
- Managed the internal design team as well as contractors for video, motion graphics, graphic design, UI design and UX design.

2015 – PRESENT

Recursive Thinking Co-Founder, Mentor, and Career Coach

- Mentored and provided career coaching for 32 designers and over 100 tech professionals including managers, developers, product managers, and tech writers.
- Managed multiple teams of up to 6 designers, working cross org with product owners, developers, and stakeholders to deliver on internally and externally facing projects.
- Led the Recursive Thinking design group, organizing projects, and teaching 100+ workshops.

2019 – 2021

Oracle Senior Lead User Experience Designer

- Partnered with research to lead and conduct over 100 hours of interviews, usability testing, and focus groups for Oracle Recruiting Cloud and Oracle Time and Labor.
- Led system design and information architecture for both Oracle Recruiting Cloud and Oracle Time and Labor.
- Led a team of three designers to re-evaluate the current time entry experience, innovate for the future and create a 3-5 year road map to achieve blue sky ideas.
- Led experience design of a signature Oracle component that will be used across all Oracle products to obtain user feedback and insights.
- Defined and designed the end to end user experience for the dashboard associated with the feedback component.
- Partnered with leaders from organizations across Oracle to evaluate and improve the internal design processes.

2018 – 2019

Amazon Web Services Route 53/AWS Networking Lead UX Designer

- Owned the end to end product design process for AWS Global Accelerator, AWS Cloud Map and Amazon Route 53 Resolver.
- Launched all three products at ReInvent 2018.
- Owned research and design for the Amazon Route 53 console.
- Defined a 3-5 year console redesign plan that would address 86% of unresolved customer feedback requests filed over a period of seven years.
- Redesigned Route 53 Hosted Zones which launched in early 2020.

2017 – 2018

All Star Directories Lead UX Designer

- Led product design for the 9 core products, R&D mobile application and internal tools.
- Defined and implemented a research plan for the R&D mobile application that was later also leveraged for the core products.
- Entrusted by the C-Suite to define initiatives, timelines and delivery.
- Drove the process of iterative design and prototyping to test and validate ideas in a short period of time.
- Launched one native mobile application.

2013 – 2017

Royal Cause SPC Creative Director & Co-Founder

- Owned the end to end product design of mobile applications, web applications, admin consoles and print media.
- Managed a team of 5 designers, 2 researchers, 2 marketers and 3 university brand ambassadors.
- Shipped 3 native apps in the Apple and Google Play Stores, 3 web apps, 5 online portals & 3 informational, responsive websites.

2007 – 2016

HDSkelcher Productions Freelance Product Designer

- Responsive Web Design & Development, User Experience Design, User Interface Design, Graphic Design, Animation, Motion Graphics, Corporate Video, Branding, Print Media, Photography
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Education

Central Washington University Bachelor of Arts

Bellevue College Associates of Arts and Science