

# Hailey Nevins

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A seasoned design leader with over 17 years of experience creating innovative user experiences, I have designed and shipped world-class products for Amazon, Oracle, multi-million dollar startups, and various small to medium-sized businesses. My expertise lies in leading multi-disciplinary teams and facilitating cross-functional education to ensure up-to-date knowledge on product features, roadmaps, and technical constraints. I excel in resolving issues with a positive approach, fostering collaboration, and clarifying complex problems through in-depth research and strategic consultation. With a proven track record of developing strategies for exceptional design quality at scale and driving product visions, I am adept at achieving consensus and alignment among product, technical, design, and leadership teams to deliver impactful solutions and drive long-term success.

## PROFESSIONAL EXPERIENCE

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### Vendia

2021 - Present

#### *Director of Design*

- Built and led a high-performing multi-disciplinary design team, successfully supporting product, marketing, and sales initiatives. Implemented strategic design processes that enhanced cross-functional collaboration, drove innovative solutions, and contributed to significant improvements in product quality and market impact.
- Directed the design of a SaaS platform and 17 new features, including an application for the Snowflake Marketplace. This initiative resulted in heightened user engagement, increased customer satisfaction, and a surge in interest from potential customers, significantly enhancing the platform's market presence and appeal.
- Achieved a nearly 70% reduction in time-to-value for our product by conducting comprehensive research to define the problem, assess technical constraints, and align with user needs. Guided the decision-making process for integrating low-code and no-code solutions and directed their design, resulting in accelerated deployment and improved customer satisfaction.
- Reduced customer onboarding time from up to a year to under 30 minutes by leading a holistic product redesign, which involved streamlining workflows, enhancing user interfaces, and implementing efficient onboarding processes. This transformation significantly improved customer experience and accelerated time-to-value, leading to increased user satisfaction and reduced operational costs.
- Directed the development of the Vendia design system, achieving a 40% reduction in production time and accelerating delivery timelines for designers and engineers. This system streamlined workflows by providing reusable components and standardized guidelines, enhancing consistency and efficiency across projects. Led the initiative from concept through implementation, significantly improving design quality and project turnaround.
- Created comprehensive design documentation and streamlined design request processes, providing individuals without direct design access with ready-to-use assets and a convenient method for requesting assistance. This initiative not only alleviated designer stress and kept stakeholders informed but also improved workflow efficiency, reduced turnaround times, and enhanced overall project execution and collaboration.

### Recursive Thinking

2015 - Present

#### *Co-Founder, Mentor, and Career Coach*

- Mentored and provided strategic career coaching for 32 designers and over 100 tech professionals, including managers, developers, product managers, and tech writers. This guidance led to notable skill enhancement, improved team performance, and significant career advancement. Implemented tailored coaching programs that fostered professional growth, increased job satisfaction, and accelerated career trajectories across diverse technical and design disciplines.

- Managed multiple teams of up to 6 designers each, effectively collaborating cross-functionally with product owners, developers, and stakeholders to deliver successful internal and external projects. Oversaw project execution from concept to completion, ensuring alignment with business objectives, improving project efficiency, and achieving high-quality outcomes that met both client and organizational goals.
- Led the Recursive Thinking design group, effectively organizing projects and conducting over 100 workshops. This leadership not only streamlined project execution but also facilitated skill development and knowledge sharing among participants. Implemented best practices and innovative approaches, resulting in improved design processes and enhanced team capabilities.

## **Oracle**

**2019 - 2021**

### *Senior Lead UX Designer*

- Led a team of three designers in re-evaluating and innovating the time entry experience, developing a strategic 3-5 year roadmap that significantly enhanced the experience for over 150,000 end users. This initiative resulted in a marked increase in user satisfaction and engagement, showcasing a substantial improvement in both user experience and operational efficiency.
- Spearheaded the design of a flagship Oracle component for user feedback, overseeing the end-to-end user experience for its dashboard. Deployed across all Oracle products, this component established a cohesive feedback mechanism, substantially enhancing data collection and streamlining feedback processes. The initiative significantly elevated user insights, positively influencing Oracle's product development and boosting user engagement.
- Partnered with the research team to lead and conduct over 100 hours of interviews, usability testing, and focus groups for Oracle Recruiting Cloud and Oracle Time and Labor. This extensive research generated critical insights that not only enhanced user experience and functionality for these platforms but also informed improvements across all Oracle products.
- Led the system design and information architecture for Oracle Recruiting Cloud and Oracle Time and Labor, optimizing usability and streamlining information flow. This work resulted in a more intuitive user experience and improved system efficiency, aligning with business objectives and enhancing overall product performance.
- Partnered with leaders from various Oracle organizations to evaluate and enhance internal design processes, leading to more efficient workflows and improved design quality. This collaboration resulted in streamlined procedures, better alignment across teams, and a more effective approach to design execution, contributing to overall project success and operational excellence.

## **Amazon Web Services**

**2018 - 2019**

### *Lead User Experience Designer*

- Directed the comprehensive product design process for AWS Global Accelerator, which was successfully launched at ReInvent 2018 and is now utilized by nearly 1.5 million customers. Oversaw all design aspects, from conceptualization to execution, resulting in a highly adopted solution that significantly enhanced user experience, drove customer satisfaction, and contributed to the product's widespread adoption and success.
- Led the end-to-end product design for AWS Cloud Map and Amazon Route 53 Resolver, both successfully launched at ReInvent 2018. Managed the design process from initial concept through to final implementation, resulting in products that delivered enhanced functionality, streamlined user experiences, and contributed to increased adoption and customer satisfaction within the AWS ecosystem.
- Led the research and design for the Amazon Route 53 console, formulating a comprehensive 3-5 year redesign strategy that addressed 86% of unresolved customer feedback accumulated over seven years. This initiative not only resolved long-standing issues but also significantly improved user satisfaction, streamlined the console experience, and enhanced overall product performance.
- Redesigned Route 53 Hosted Zones, launched in early 2020, resulting in a more intuitive user interface and streamlined management processes. This redesign enhanced user experience,

improved operational efficiency, and contributed to increased user satisfaction and engagement with the product.

- Provided design consultations for AWS Elemental and Amazon Pinpoint, offering expert guidance that led to enhanced user interfaces and improved functionality. My contributions resulted in more intuitive user experiences, better alignment with customer needs, and increased effectiveness of the design solutions for both products.

## **All Star Directories**

**2017 - 2018**

### *Lead User Experience Designer*

- Led the product design for nine core products, an R&D mobile application, and various internal tools. Successfully launched two native mobile applications and implemented numerous feature improvements, resulting in enhanced user experiences, increased engagement, and streamlined operations.
- Defined and implemented a research plan for the R&D mobile application, which was subsequently adopted for core products. Integrated user research studies into the design process, collecting direct feedback that led to more user-centric solutions and significant enhancements in both the mobile app and flagship products. This approach improved usability, increased user satisfaction, and contributed to the overall success and quality of the products.
- Entrusted by the C-Suite to define initiatives, timelines, and delivery, while driving iterative design and prototyping processes to rapidly test and validate ideas. This approach not only ensured timely execution and alignment with strategic goals but also led to successful project outcomes, enhanced decision-making, and accelerated development cycles, contributing to overall organizational efficiency and innovation.

## **Royal Cause SPC**

**2013 - 2017**

### *Co-Founder and Creative Director*

- Directed the end-to-end product design of mobile applications, web applications, admin consoles, and print media, leading to enhanced user experiences and streamlined interfaces across multiple platforms. This comprehensive approach resulted in increased user satisfaction, improved functionality, and successful project outcomes, demonstrating a strong impact on both user engagement and operational efficiency.
- Managed a multidisciplinary team of 5 designers, 2 researchers, 2 marketers, and 3 university brand ambassadors, successfully driving project outcomes and enhancing team performance. Oversaw the development and execution of strategic initiatives that increased brand awareness and improved design quality, showcasing effective leadership and collaboration across diverse roles.
- Successfully shipped 3 native apps to the Apple and Google Play Stores, 3 web apps, 5 online portals, and 3 informational responsive websites. These launches led to enhanced user engagement, positive feedback, and significant improvements in user experience and accessibility, demonstrating the successful execution of high-quality digital solutions.

## **HDSkelcher Productions**

**2013 - 2017**

### *Freelance Product Designer*

- Developed a diverse portfolio of creative projects for small businesses and clients, delivering tailored design solutions that boosted client satisfaction and growth.
- Specialized in responsive web and product design, using comprehensive UX research to create user-centric solutions that enhanced usability and engagement.
- Produced high-quality graphic design, animation, and motion graphics, resulting in visually engaging content that effectively supported marketing campaigns.
- Created corporate videos that strengthened brand communication and storytelling, improving audience engagement and reinforcing corporate messaging.
- Designed branding and print media that established and promoted client identities, increasing brand recognition and market positioning.

- Delivered professional photography services that showcased client products and events, enhancing promotional materials and client visibility.
- Crafted bespoke solutions across various mediums, providing tailored designs that met unique client needs and contributed to successful project outcomes.

## EDUCATION

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### **Central Washington University**

*Bachelor of Arts*

### **Bellevue College**

*Associates of Arts and Science*

## SKILLS

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Design Management, Design Strategy, Design Operations, Product Vision, Human-Centered Design, User Experience Design, Product Design, Creative Direction, Thought Leadership.