



HAYLEY WU

SENIOR PRODUCT DESIGNER

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PROFILE SUMMARY

Senior Product Designer with 8+ years across B2B SaaS, e-commerce, fintech and digital platforms. I turn complex workflows into clear, scalable products through systems thinking, product strategy and strong visual craft.

Based in Italy, I collaborate with international teams from discovery to delivery, combining research, data, design systems and AI-assisted prototyping to shorten feedback loops without replacing design judgement.

CORE SKILLS

- Product Discovery & Strategy
- Complex Workflow Design
- Design Systems
- Interaction & UI Design
- Prototyping & User Testing
- Data-informed Design
- Cross-functional Delivery

TOOLS

- Figma
- FigJam / Miro
- Claude / AI-assisted prototyping
- Jira & Confluence
- Webflow
- Adobe Creative Cloud
- Google Analytics

LANGUAGES

- English – Bilingual
- Mandarin Chinese – Native
- Italian – A2 to B1

EDUCATION

Unitec Institute of Technology
2011–2016

BA, Graphic Design & Animation
New Zealand

Linnaeus University
2013–2014

Participated in Sustainability
Development and Design
Sweden (Exchange programme)

Google UX Design
2021
Foundation of UX Design

EXPERIENCE

Corro | Product Designer (Contract)

Aug 2025–Present

- Lead product design for Corro's secure communications platform, helping turn fragmented organisational communication into a coherent product experience.
- Shape core workflows from product definition through validation, user testing and delivery, partnering with product, engineering, research and operations to align decisions and unblock progress.
- Built shared design-system foundations across Figma, AI-assisted prototypes and front-end components, enabling the team to rapidly explore, test and implement in parallel.

Fisher & Paykel Appliances | UX Designer

Apr 2024–May 2025

- Led UX improvements across F&P's NZ/AU e-commerce, including promotions, cart and Wishlist.
- Aligned product, brand, promotions, customer experience and regional teams; supported connected-home content across F&P and Haier markets
- Used heatmaps, Google Analytics, SEO and customer insights to identify opportunities and improve overall website performance.
- Joined the product configurator midway and helped take its UX through delivery as the sole designer, working closely with product and engineering.

Paloma (formerly Dovetail) | Product Designer

Feb 2022–Apr 2024

- Designed B2B and B2C products across fintech, travel insurance, logistics and developer platforms.
- Ran discovery and client workshops, translating requirements into focused MVPs, user flows, prototypes, responsive UI and developer-ready handoff.

Spotlight Reporting | Designer to Senior Designer

Aug 2018–Feb 2022

- Progressed across SaaS product UX, website, brand and content; established scalable product patterns and contributed to a member learning platform.
- Co-designed the company website and CMS; the 2020 redesign generated 1,000+ captured leads per month. Partnered with product, engineering and marketing throughout delivery.

Yellow | Junior Digital Designer

July 2017–Aug 2018

- Contributed to a company-wide rebrand, translating the refreshed identity across the website, app and campaigns through digital content, illustrations and brand assets.