



Hi! I'm Hayley

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Senior User Experience Specialist and OG Graduate of BDes Hons Interaction Design at Ulster University, Belfast.

My purpose and passion is uncovering usability issues and improving interactions to provide elegant experiences that enhance user engagement.

## Experience

### Synechron Aug 2022 - Present

Sr. Associate - Digital

- Lead product designer of internal data governance platform for Tier One investment bank Morgan Stanley
- Liaise with product development teams to promote user centred design and ensure accurate implementation of designs
- Leading internal project team to ensure efficient working, promote collaborative design/problem solving and design consistency across both platforms
- Promote design culture within Belfast creating a community of continuous learning and collaboration
- Contribute to POC designs to showcase to prospective clients based around AI

Associate - Digital

- Contributed to a number of 8-12 week discoveries, pitching POCs to secure deals with Tier One banks such as HSBC HK

### Fluent Technology Apr 2020 - Aug 2022

UX/UI Designer

- Designing elegant solutions to complex problems
- Leading discovery and redesign of a product within the aviation sector

Junior UX Designer Jun 2019 - Apr 2020

- Understanding Grant Management industry
- Liaising with customers and colleagues, finding frustrations and creating solutions that met the needs of the customer and business
- Creating and implementing products first design system

### RETiniZE Jan 2019 - Apr 2019

UX/UI Designer

- Lead research and design
- Design for Android AR apps
- Lead brand identity on projects

### Kofax Aug 2016 - May 2017

Interaction Design Intern

- Contribute to designing for internal product and assisting in research/design reviews with product development teams

## Education

Ulster University 2014-2018

Bdes Hons Interaction Design

Ulster University 2013-2014

BSc Hons Interactive Multimedia Design

## Certifications

UX Certification Apr 2022

Nielsen Norman Group

Speciality in UX Research attained 2023

## Skillset

- User Experience Design
- User Research Methodologies
- Interface/Visual Design
- Designing for Accessibility
- Wireframing/Prototyping
- Workshop facilitator
- Design Systems
- Service Design
- Design Thinking
- Agile working
- Brand Identity
- Icon Design
- UX Writing

## Interests/Passions

- Psychology
- Behavioural Design
- Interaction Design
- Accessibility
- Staying active

## Tools

