

Hailee Hoa Luong

Product Designer

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SUMMARY

Product designer with six years across startup, civic tech, and Fortune 500 environments, translating ambiguous problems into shipped interfaces at any scale. Brings structure and systems-level thinking to complex problems - known for pairing strategy with hands-on craft.

EXPERIENCE

Experience Designer

Verizon - Fortune 500 telecom, New York, NY | Jan 2025 – Present

Identity Architecture team, part of Experience Architecture - responsible for unifying customer identity and profile experience across Verizon's app ecosystem (My Verizon, Home, Family, Protect)

- Design the solution for unifying Parental Controls across Home and Family apps - translating a fragmented cross-app experience into a clear path for engineering execution, validating the approach with stakeholders, and securing executive sign-off on a rollout reaching an estimated 300K customers
- Translate enterprise identity architecture strategy into high-fidelity screens and service maps, establishing the design reference for a unified profile experience across the company's ~100M customer base
- Lead competitive research efforts to brief stakeholders on market positioning, distilling a broad market scan into focused reports presented to Senior Directors and VP of Design
- Research federal privacy compliance (COPPA) and quantify real customer overlap data early in the planning process, grounding strategy in regulation and evidence instead of assumption
- Create cross-functional alignment tools - a RACI matrix and stakeholder maps - resolving accountability gaps across Product, Design, and Engineering
- Adopt AI tooling (custom Gemini Gems, NotebookLM) into team research workflows, accelerating synthesis of user research and legacy documentation

User Experience Designer

BetaNYC - Civic tech, New York, NY | Mar 2023 – Jan 2025

Leading the design of 0–1 digital tools that enhance civic experiences

- Designed a website for a NYC tenant rights campaign, reducing search time for campaign staff by 70% and achieving rapid user adoption with over 100 users within 3 months
- Created an interactive web map with developers and data scientists to raise flood risk awareness across 30 disadvantaged NYC neighborhoods, embedding WCAG-compliant contrast, semantic structure, and screen-reader annotations that set the team's accessibility standard going forward

User Experience Consultant

Oct 2022 – Dec 2023

Center for Digital Experiences at Pratt Institute - UX consultancy for social impact organizations

- Led a website redesign for NYC Microscopical Society, modernizing UX and boosting conversion by 60%
- Conducted a usability assessment on Big Reuse's website, identifying 4 issues across user flow, content comprehension, and visual design - 2 of 4 recommendations were implemented, confirmed on the live site

Office of the Provost, Pratt Institute - University academic administrative office (Aug – Oct 2023)

- Conducted an information architecture analysis of 100+ pages, assessing content structure, categorization, and labeling system, and presented navigation recommendations to the Associate Provost and department stakeholders

UX/UI Designer

Tailoru - AR startup & design collective, New York, NY | Oct 2019 – Jan 2022

Partnered with product, engineering, design, and research teams to drive end-to-end development of mobile apps and websites

- Redesigned an AR body-measurement app based on user testing, rebuilding onboarding and measurement flows after findings showed 85% of users needed clearer phone-positioning guidance

- Co-designed high-fidelity wireframes for VinFast, a multi-billion-dollar Vietnamese EV manufacturer, later launched for their US debut
- Designed an onboarding flow to reduce early drop-off for Knitrino, an interactive knitting app

EDUCATION

Pratt Institute - M.S. in Information Experience Design, with Distinction

Vietnam University of Commerce - B.A. in Business English (Business Communication)

SKILLS

Design: User-centered Design, Wireframing, Prototyping, User Flows, Journey Mapping, Information Architecture, Hi-fidelity Mockups, Interaction Design, Design Systems, Service Design, Accessibility (WCAG 2.1, screen reader testing, contrast auditing)

Strategy & Alignment: Product Strategy, Problem Framing & Definition, Systems Thinking, Stakeholder Management, Cross-functional Collaboration, Competitive Analysis, Regulatory & Compliance Research

Research: User Interviews, Usability Testing, User Surveys, User Personas, Heuristic Evaluation, Card Sorting

AI-Augmented Workflow: Custom AI Tooling (Gemini Gems), NotebookLM

Tools: Figma, Adobe XD, Photoshop, Illustrator, Sketch, Optimal Workshop, HTML, CSS