



Hayley Pike

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Los Angeles, CA

UX Designer and Frontend Web Developer focused on creating accessible, data-informed designs for digital and physical products across healthcare and nonprofits. Strong expertise in creating and combining design systems with responsive frontend design.

Education

University of Washington • M.S. in Human-Centered Design & Engineering
2021 - 2024

Focus: Inclusive Design, AI & Machine Learning, Co-Design, Entangled Ethnography

University of Southern California • B.A. in Media Arts + Practice
2016 - 2020

Honors: Magna Cum Laude

Work Experience

Freelance • UX/UI Designer and Web Developer

2020 - Present

- Designs and programs responsive WordPress and Webflow websites across multiple industries including nonprofit, healthcare, and agriculture, working alongside designer partner.
- Built custom CMS for 20+ Penny Lane Centers programs.
- Optimized mobile site performance, increasing traffic by 15% within three months.
- Implements Google Analytics and Tableau dashboards to provide clients with actionable user insights.

Kopius • UI/UX Designer II, promoted from UI/UX Designer I

2021 - 2023

- Promoted from Designer I to Designer II; designed digital experiences for Providence Health, **scaled across 51 hospitals and 120K+ employees.**
 - Designed and coded websites, newsletters, and infographics for SVP of Clinical Operations at Providence on a cross-functional team with physicians, administrative staff, and engineers.
 - Launched new Providence Genomics sites that **drove 8% increase in patient acquisition for testing programs over six months.**
 - Created the brand identity (logo, color system, visual language) for Propel Genomics, a new platform-as-a-service offering.
 - **Awarded:** EHealthcare Awards, Providence Nursing Site, Platinum (1st Place)
- Conducted usability studies and created interactive prototypes for enterprise-level applications spanning healthcare, agriculture, and sports recruiting, advocating for and following WCAG accessibility guidelines.

UX & Product Design

Interaction Design
Wireframing
Prototyping
User Flows
User Journeys
Information Architecture
Visual Design
Responsive Design
Design Libraries
WCAG Accessibility Guidelines
Co-Design

User Research

User Interviews
Usability Testing
Survey Design
Qualitative Coding
Persona Development
Competitive Analysis

Tools & Technology

Figma
Adobe Creative Suite (Illustrator, InDesign, After Effects)
WordPress
Webflow
HTML/CSS
JavaScript
Claude
Google Analytics
Tableau
ChatGPT
Agile development

USC, Media Arts + Practice Office • Installation Project Associate 2025

- Managed graduate and undergraduate student teams executing VR, web, and film-based installations for USC's end-of-year showcases.
- Created exhibition website in WordPress and managed CMS.

USC, Media Arts + Practice Office • Teaching + Office Assistant 2017 - 2020

- Teaching Assistant for IML 230: Graphic Design. Taught Adobe Illustrator, InDesign, and After Effects; evaluated and critiqued student visual designs, articulating actionable feedback on typography, composition, and communication.
- Maintained department website CMS and updated front-end CSS.

Projects + Internships

Just Rite Bite • UX Designer

- Partnered with Seattle-based dog food startup to design end-to-end user journey, from early-stage research and persona development to ideation and high-fidelity prototyping in Figma.
- Led UX research and ideation stakeholder workshops with CEOs new to UX to build buy-in for accessibility-focused, mobile-first prototype.

CGO Studios • VR Production Assistant

- Created branded visuals for print and social platforms and collaborated on building company's first design component library.
- Researched trends and competitors in the VR headset industry to guide future design and development decisions.

Volunteering

Neotropolis • UX Designer

2023 - Present

Writes immersive storylines for Neotropolis, an annual 5-day immersive entertainment festival with 1500+ participants. Works with large cast of actors to create story missions for themed science fiction factions and characters.

Twin Mask LARP • Accessibility Designer/Story Team

2023 - Present

Writes and hosts immersive storylines for Twin Mask LARP, a live-action role-playing organization with 600+ participants. Designs accessible storytelling mechanics for players with disabilities; conducts user interviews and focus groups to continually improve event accessibility as company transitions to new venues.