



Hailey Motooka

Product designer

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(808)542-5797

Education ~~~~

Carnegie Mellon University '20
Master of Human-Computer Interaction

UCLA '18
Bachelor of Science, Biology
Department Honors Scholar

Skills ~~~~

Strategic storytelling

I'm strong at translating complex problem spaces into clear, actionable narratives to various stakeholders and at varying altitudes of contextual knowledge

Team orchestration

I enjoy facilitating workshops, team bonding activities, opportunities to just bring people together

Concept development

My favorite part of the design process is exploring all the ways a problem *could* be solved (before narrowing in on what *should* be built)

Workstream management

I have experience working across multiple scrum teams and driving numerous design projects in parallel

Design tools

I work fluently in Figma and other modern design tools, adapting easily to whatever the team or workflow calls for

Experience ~~~~

Senior Product Designer | Benchling

February 2022 - Current

As the lead designer for Benchling's molecular biology platform, I reimagine how scientists capture and model complex biological data by crafting intuitive, scalable experiences that power discovery for enterprise R&D teams

- Leading 0-to-1 design of Benchling's next-gen antibody solution, shaping strategy and execution that enable enterprise discovery teams to model complex protein therapeutics at the cutting edge of biotechnology
- Launched an interactive plate map tool to enable higher quality experimental data capture, expanding feature adoption across 11 enterprise accounts within the first year of launch, and 60% month-over-month account adoption rate
- Defined a scientifically inspired design system that unifies visual language across biological modalities and Benchling platforms, creating a cohesive, science-aware product experience

Product Designer | Science 37

November 2020 — January 2022

I designed multi-platform internal tool solutions connecting patients, data managers, and clinical staff, ensuring seamless, accessible, and compliant experiences across web and mobile

- Designed a flexible branching logic builder to improve data manager's experience of configuring clinical trial forms and reduce errors in data collection
- Drove workshops with engineering partners to standardize handoff processes and improve specification consistency

UX/UI Designer | Techstars

October 2020 — February 2021

UX/UI Designer | Astrobotic

August 2019 — August 2020



Instructor | Corepower Yoga

April 2024 — Current

Portland, Oregon

When I step onto the mat I feel grounded in the present, and capable of growing into the very best version of myself. I am a 200+hour registered yoga teacher and lead a 1 hour heated Yoga Sculpt class twice a week, where I have the opportunity to connect (and sweat) with my community.