

Hailey Motooka

Lead Product Designer

Lead Product Designer focused on enterprise B2B SaaS, operating end-to-end from strategy to execution. I thrive in ambiguity and build products that are not just essential to how people work, but thoughtfully crafted with purpose and delight, driving real business impact

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Experience

Lead Product Designer

Feb 2022 – Present

Benchling

Lead designer for Benchling's enterprise Bioresearch platform, shaping foundational data and interaction systems that support modeling, creation, and visualization of complex biological molecules at scale

- Drove 0 → 1 design of an end-to-end enterprise antibody solution, **enabling complex system modeling at scale and directly contributing to 12 pre-GA deals totaling \$8.5M ARR**
- Designed and launched an interactive plate map tool to capture, visualize, and analyze high throughput experimental data, **scaling to 333 customer accounts and driving 14× usage growth and 3× adoption year-over-year**
- Spearheading **design and product strategy for an AI Model Hub, expanding developer access to protein structure models** and establishing core platform foundations in a fast-moving, ambiguous space

Product Designer

Nov 2020 – Jan 2022

Science 37

Led design of complex workflows in regulated environments, ensuring usability within data integrity and operational constraints

- Designed multi-platform internal tool solutions connecting patients, data managers, and clinical staff, ensuring seamless and compliant experiences across the product
- Launched a flexible branching logic builder to improve data manager's experience of configuring clinical trial forms and reduce errors in data collection

UX/UI Designer

Aug 2019 – Aug 2020

Astrobotic

Designed the map interface for tele-operation of a lunar rover that launched to the moon on Jan. 8, 2024

- Defined a tele-operation map interface for a lunar rover, enabling precise trajectory planning, localization, and obstacle avoidance in mission-critical environments
- Managed a team of 3 designers and contributed to the Iris design system, establishing reusable patterns for synchronous real-time workflows

Education

Master of Human-Computer Interaction

Carnegie Mellon University

Bachelor of Science, Molecular Biology

UCLA

Department Honors Scholar

Portfolio

<https://haileymotooka.com/>

Password: hellomoto:)

Skills

Platform design
Systems thinking
Designing for scale
0 → 1 design
Design strategy
Cross-functional leadership & alignment
Enterprise SaaS
Interaction design
Design systems
Complex data modeling
AI prototyping tools
UX research methods
Design leadership & facilitation
Figma
Information Architecture

Hobbies

I am a 200+hour registered yoga teacher and lead a 1 hour class twice a week, where I have the opportunity to connect (and sweat) with my community.