



Hailey Motooka

Lead product designer

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Product designer with 7+ years building data-intensive platforms in enterprise B2B SaaS. I love navigating end-to-end from strategy to execution for mission-critical domains, untangling complex problems with craft and care

Education ~~~

Carnegie Mellon University '20
Master of Human-Computer Interaction

UCLA '18
Bachelor of Science, Biology
Department Honors Scholar

Skills ~~~

Systems strategy

I'm strong at designing scalable systems that translate complex requirements into cohesive, intuitive product experiences that grow with user and business needs

Team orchestration

I enjoy facilitating workshops and team-building moments that bring people together, strengthen collaboration, and create space for shared understanding and momentum

AI design tools

I thoughtfully incorporate AI into my workflow to speed up prototyping, expand early concept exploration, and support refined, production-ready visuals

Beyond work ~~~

Instructor | Corepower Yoga

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

Experience ~~~

Lead Product Designer | Benchling February 2022 - Current

Lead designer for Benchling's enterprise Bioresearch platform, partnering with scientists, product, and engineering to define strategy and design complex data workflows that help R&D organizations manage, analyze, and operationalize biological data at scale

- Led 0→1 development of a new antibody platform solution, defining a flexible multi-component data model that supports traceability, configurability, and downstream task orchestration, contributing to \$8.5M ARR since launch in early May 2026
- Designed and scaled multi-step workflows for creation, transformation, and management of large volumes of interconnected data, reducing operational complexity while enabling future automation and AI platform capabilities
- Launched an interactive data exploration and visualization tool that enables scientists to navigate and analyze large-scale datasets for plate-based experiments, scaling to 333 customer accounts while driving 14× usage growth and 3× adoption year-over-year
- Spearheading design and strategy for an AI model hub, establishing integration patterns and usage flows for protein structure models, enabling model-driven capabilities across the platform

Product Designer | Science 37 November 2020 — January 2022

Led design of complex workflows in regulated environments, ensuring usability within clinical 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 | Techstars October 2020 — February 2021

UX/UI Designer | Astrobotic August 2019 — August 2020