

Haley Dabbs

User Experience Designer

EXPERIENCE

May 2019 - Present
UX Designer, GTRI

- Hired to redesign an outdated website
- Conducted initial user research and generated insights
- Iteratively prototyped a flexible, accessible website
- Worked with a team of diverse stakeholders
- Effectively presented designs and insights during critique

May 2019 - December 2019
Director of Communications, GT Invention Studio

- Elected student leadership position
- Coordinated branding and marketing for Studio events
- Managed social media campaigns
- Organized collaborations with student organizations

June 2018 - May 2019
Graphic Designer, GT Campus Recreation Center

- Designed a newsletter sent to 10,000 recipients
- Designed for different screen sizes and audiences
- Designed for both screen and print display
- Utilized institution-wide brand standards

PROJECTS

Pumpkin - Reducing pet surrender

Collaboration with Pumpkin, a pet insurance company. Exploratory design project investigating reasons for pet surrender and solutions to reducing surrender rates. Major goals include generating key research insights for Pumpkin, and using insights to design a solution.

HCI Media Team - Visual Design & Marketing

Create visual marketing materials and manage branding for the Georgia Tech HCI Media Team.

EDUCATION

Georgia Institute of Technology

2020 - 2022
Masters of HCI

2015 - 2020
Bachelors of Computational Media

UX DESIGN SKILLS

Adobe Suite
InVision
Figma
Miro
Physical Prototyping
Storyboarding
Wireframing
Physical Prototyping
Paper prototyping
Hi-Fi prototyping

UX RESEARCH SKILLS

Qualtrics
Persona Creation
Task-Analysis
Empathy Mapping
User-Journey Mapping

CONTACT

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