

Haley Dabbs

Product Designer

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work experience

OneTrust / UX Design Intern May 2021 - July 2021

Worked as the lead designer on an internal brand center website with the goal of simplifying branding asset storage and retrieval for OneTrust employees.

Collaborated with marketing, UX designers, graphic designers, and web developers to understand employee needs and pain points in the current asset retrieval process.

Georgia Tech Research Institute / UX Design Intern May 2019 - Current

Redesigned an outdated documentation website to increase site accessibility, utility, and usability across a variety of user groups. Worked with a team of diverse stakeholders to meet business needs.

Georgia Tech Invention Studio / Director of Communications May 2019 - December 2019

Elected student leadership position. Coordinated branding and marketing for Studio events, managed social media campaigns, and organized collaborations with student organizations.

Georgia Tech Recreation Center / Graphic Designer June 2018 - May 2019

Designed marketing resources for different screen sizes, audiences, screen, and print using institution-wide brand standards, including a newsletter sent to 10,000 recipients.

projects

Georgia Tech HCI Media Team / Visual Design Lead August 2020 - Current

Create and assign visual marketing materials, and manage branding and brand systems.

education

Georgia Institute of Technology

2020 - 2022

Masters of Human Computer Interaction

2015 - 2020

Bachelors of Computational Media

skills

Design

wireframes & mock-ups with Sketch/Figma/Adobe XD, illustration, style guides & design libraries, user flows, concept sketches, storyboarding, site-mapping

Prototyping

prototyping with Adobe XD/Figma/Invision, paper prototyping

Research

card sorts, hierarchical task-analysis, affinity mapping, personas, user-journey mapping, usability testing

Certifications

Web Content Accessibility Guidelines (WCAG) certified