

# 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 that stores branding and design system assets.
- Gathered employee pain points through user interviews, card sorting, and iterative user feedback sessions.
- Utilized user insights to design a responsive website with an intuitive information hierarchy that caters to the design and branding needs of multiple employee groups.

### Georgia Tech Research Institute / UX Design Intern

MAY 2019 - CURRENT

- Conducted usability testing, surveys, and interviews on an outdated documentation website.
- Worked with administration and users to revise document organization and move to a new document storage platform.

### Georgia Tech Invention Studio / Director of Communications

MAY 2019 - DECEMBER 2019

- Elected student leadership position.
- Coordinated branding and marketing for events, managed social media campaigns, and organized collaborations with cross campus 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

Master's in Human Computer Interaction

2015 - 2020

Bachelor in 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 sorting, hierarchical task-analysis, surveys, interviews, affinity mapping, personas, user-journey mapping, usability testing

### Certifications

Web Content Accessibility Guidelines (WCAG) certified