

# HALEY FIEGE

I'm Haley Fiege, a freelance Experience Designer with a talent for project & team logistics. I design websites, apps and other digital experiences that are nice to use and not boring. For 15 years I've worked with clients and teams to define and create successful, user-friendly designs for startups and organizations of all sizes.

## DESIGN

UX/UI

PRODUCT DESIGN

DESIGN SYSTEMS

PROJECT PLANNING

BRANDING

OPTIMIZATIONS

TYPE DESIGN

ACCESSIBILITY

## SPECIALITIES

MODULAR LAYOUTS

COMPLEX PROJECTS

FUTUREPROOFING

SMOOTH LAUNCHES

## MAGIC

TEAM PLAYER

RELAXED VIBES


DEADLINE WIZARD


GETTING IT DONE


## PROFESSIONAL EXPERIENCE


**EXPERIENCE DESIGNER** April 2020 - Today  **FREELANCE** in NYC


Helping companies and individuals design and launch digital projects. Services include digital strategy, end-to-end UX and UI, visual design, branding, creative direction, funnel and conversion optimizations, creative project management and team oversight. I also work with a handful of small companies assisting with the hiring and growth of their creative design teams.


**DESIGN DIRECTOR** Nov 2017 - Mar 2020  **BIG HUMAN** in NYC


**CREATIVE DIRECTOR** April 2014 - Nov 2017  **FREELANCE** in Singapore

**ASSOCIATE CREATIVE DIRECTOR** Jan 2012 - Mar 2014  **BIG HUMAN** in NYC

**INTERACTIVE ART DIRECTOR** Jun 2010 - Dec 2011  **ROKKAN** in NYC

**INTERACTIVE ART DIRECTOR** Jan 2009 - Jun 2010  **GRIP LTD** in Toronto

**INTERACTIVE ART DIRECTOR** Aug 2007 - Sep 2008  **MCCANN** in Toronto

**BACHELORS OF DESIGN** 2003 - 2007  **OCADU** in Toronto