HAILEY HOLDEN
USER EXPERIENCE DESIGNER

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(203) 917-8773

EXPERIENCE

MAS MEDICAL STAFFING | CHICAGO, IL
Lead UX Designer *Jan 2023 - Sept 2024*

Led a ground-up UX/UI redesign for a custom marketplace platform, including a mobile application and two web applications; all in collaboration with Engineering, Product, and Business teams. Created wireframes, both low and high-fidelity mockups, visual comps, and user demos, as well as participated in visual and UX QA activities. Created and maintained first-ever digital design system, unifying user experience across products. Collaborated with Marketing to better define the brand and extend the digital design system by creating social media templates, email templates, and website landing pages.

UX DESIGN | CHICAGO, IL
Freelance/Project Work *Jan 2019 - Current*

UI/UX specialist, customer focused, with a high attention to detail. Projects included UX strategy consulting, competitive analysis, user feedback analysis, prototyping, site mapping, style guides, user flows, and responsive mobile and desktop design. With emphasis on user interface and user experience, to harmonize and integrate cross-platform models.

AXIA TECHNOLOGY PARTNERS | CHICAGO, IL
UI/UX Designer *Jun 2021 - Jan 2023*

With proper time management, led UI/UX design on six plus projects at once. Utilized presentation skills to design and convey intermittent client presentations to help understand UI/UX needs. Regularly created interactive, high-fidelity mockups to present to clientele. Attended and contributed to company leadership meetings. Worked through the Agile & Sprint systems for full collaboration with team members of various disciplines and strata.

GALLAGHER BASSETT | CHICAGO, IL
Graphic Designer *Feb 2019 - May 2021*

Led and collaborated with Marketing & Insurance Experts from Fortune 500 Companies to develop custom collateral designed to increase perceived value related to benefits and compensation. Projects ranged from printed collateral to web and mobile applications.

BRIGHAM YOUNG UNIVERSITY | REXBURG, ID
User Experience Designer *Nov 2016 - Dec 2018*

Advised stakeholders and user researchers within the academic industry. Responsibilities included: ADA Compliance; Cross-platform Web Development; SEO; User Research; User flows, Site Mapping, and Wireframing.

SKILLS

A/B Testing
Accessibility Testing
ADA Compliance
Analytics
Design Research
Design Strategy
Information Architecture
Interviews and Surveys
Journey Mapping
Persona Creation
Prototyping
SEO
Storyboarding
System Design
User Research
Usability Testing
Visual Design
Wireframing

SOFTWARE

Adobe Creative Suite
Axure
Balsamiq
Figma
InVision
Microsoft Suite
Miro
Procreate Suite
Sketch

EDUCATION

BRIGHAM YOUNG UNIVERSITY
Bachelors of Fine Arts with emphasis in Graphic Design

GOOGLE ANALYTICS
Issued Sept. 2021
Advanced Google Analytics Certification