

HALEY GOLDIN

HALEYGOLDIN.COM

HELLO@HALEYGOLDIN.COM

PRODUCT DESIGNER

EXPERIENCE

FACEBOOK

Product Designer

Spring 2020

Remote

Designed a modular experience for businesses to get a snapshot of their weekly social engagement + insights.

Partnered with cross-functional teams to conduct research interviews + develop a product vision.

Led + implemented an opt-in flow for Facebook Business Suite to be used by **1M+** business owners.

AUTODESK

Product Designer

Fall 2019

San Francisco, CA

Streamlined PlanGrid's user productivity by introducing cross-project collaboration tools.

Led the design process for new data-sharing and template-making solutions.

Created workflows, user story maps, prototypes and developed product strategy for new experiences.

RANGLE.IO

Experience Designer

Winter 2019

Toronto, ON

Collaborated to create a design system + experience brand for an e-commerce platform with **30M+** monthly visits.

Designed key flows, wireframes and components to refine consistency and usability.

Addressed issues found through user testing + interviews.

POSTMEDIA I/O

UI/UX Designer

Spring 2018

Kitchener, ON

Increased client retention by designing + spearheading an augmented onboarding process.

Developed personas and journey maps to inform new feature designs in a marketing analytics platform.

TELUS DIGITAL

User Researcher

Fall 2017

Vancouver, BC

Conducted user testing + interviews to identify pain-points + design patterns for TELUS applications.

Implemented a web platform for the Executive Support Team to track their work + shared documents.

EDUCATION

UNIVERSITY OF WATERLOO

Class of 2021 - Waterloo, Canada

BASc in Systems Design Engineering

LUND UNIVERSITY

Winter 2020 - Lund, Sweden

Industrial Engineering Exchange Program

SKILLS

Design

Interaction + Visual Design

Product Strategy

Wireframes + Prototyping

Illustration

Information Architecture

Tools

Figma + Sketch

InDesign + Illustrator

inVision

HTML / CSS + JavaScript

Python

Extras

Content Strategy

User Research + Testing

Web Development

Public Speaking

French + Russian