

# Isaak S. Hayes

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[ihcreative.com](http://ihcreative.com)

## PROFESSIONAL PROFILE

*Solving people problems is what gets me out of bed.*

Full-stack product designer with extensive professional experience in all aspects of the product development cycle. Recognized as an innovator, collaborator, and advocate for the user. Has talent for building teams and products from the ground up. Committed to gaining a global design perspective.

## NOTABLE ACHIEVEMENTS

- Launched **Facebook's App Events experience in Ads Manager**, enabling marketers to measure and increase down-funnel signals from iOS and Android apps.
- Co-founded Oakland non-profit, [The Hidden Genius Project](#), which has provided 3,500+ students computer science mentorship and training.
- Co-presented [Building Empowering Style Guides with Practical Research](#) at 2016 Clarity Style Guide Conference.

## PROFESSIONAL EXPERIENCE

### Product Designer, Facebook

2016 – PRESENT

- Project lead for the launch of App Events, event mapping automation, Pixel create flow, Pixel Helper, and Event Diagnostics.
- Leading design for F8 announced tool that enables advertisers to manage events on their sites without code, launching Fall 2018.
- Acting as PM for multiple projects, including writing users stories, creating roadmap and timelines, presenting at stakeholder meetings, and helping to align core team members on next steps.
- Built strong collaboration with Eng, PM, and Design XFN to ship world-class product fast.
- Mentoring junior designers by creating project briefs, roadmaps and initial concepts for handoff.

### Sr. Product Design Manager, AppDirect

2015 – 2016

- Supervised and mentored product design and user research staff.
- Established team and individual OKRs to ensure staff comprehension and individual ownership.
- Led the charge for customer journey map creation resulting in profitable roadmap adjustments.
- Managed hiring process and [Creating a Product Design Hiring Guide](#) to clarify team needs and reduce bias.
- Delivered design mocks and front-end code for: identity and access management, groups and integrations.

### Principal Product Designer, SugarSync (acquired by J2 Global)

2014

- Created design solutions for file storage across multiple folders on multiple devices.
- Led product vision and design for android-based security app.
- Collaborated with offshore development teams to build features.
- Mentored Senior Visual Designer during transition to role as a Product Designer.

## Director of UX, RealCrowd

2014

- Hired and managed UX and Visual design team.
- Maintained consistent UX across marketplace app, platform app, and marketing site.
- Art directed and designed digital and print marketing materials.
- Designed and coded digital pattern library.
- Held weekly design reviews, and regular design sprint kickoffs for new projects.

## Sr. UX Designer, Salesforce

2011 - 2014

- Innovated engaging experiences for enterprise declarative applications and platform tools.
- Managed timeline and experience for the Page Layout Editor and Data Import Wizard.
- Coded CSS and HTML to verify that design solutions were successfully shipped.
- 2013 Salesforce Innovation Opportunity Market winning team for IOT and integrated devices.

### PREVIOUS WORK EXPERIENCE

Sr. UX Designer, Art.com, 2011.

UX Designer, Getty Images, 2009 – 2010.

UX Designer, Expedia, 2007 – 2008.

UX Designer, Evri, 2009.

### CONSULTING WORK

IH Creative, 2004 – Present.

Microsoft Visual Studio Workflow Designer App, 2008 – 2009.

Microsoft Office Live, 2006 – 2007.

### TECHNICAL PROFICIENCIES

Languages: Pro → HTML5, CSS. Basic → JavaScript, PHP.

Tools: Pen and paper, Sketch, Omnigraffle, InVision, Proto.io, Adobe Creative Suite, Google Analytics, Framer, Github, Bootstrap, Foundation, WordPress.

Usability Methods: A/B and multivariate testing, focus groups, cognitive walkthroughs, paper prototypes, personas, guided and unguided usability testing, heuristic review, card sorting, asking lots of questions.

Leadership: Managed small multi-disciplinary teams of product design, visual design, and research, created user journey maps and Jobs-to-be-done for product, created product vision and led multidisciplinary workshops to gain buy-in, created style guides with interaction design and visual design best practices.

### EDUCATION & TRAINING

Western Washington University, Winter 2004

Bachelor of Arts, Graphic and Web Design

Academy X, Spring 2013

jQuery Fundamentals

HTML5DevConf, 2012 – 2014

Responsive Web, SASS, HTML5/CSS3