

# Isaak S. Hayes

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## PROFESSIONAL PROFILE

End-to-end UX Designer with an extensive professional experience in all aspects of the product development cycle. Recognized as an innovator, collaborator, and advocate for the user.

## NOTABLE ACHIEVEMENTS

- Co-presented Building Empowering Style Guides with Practical Research at 2016 Clarity Style Guide Conference.
- Led redesign of Salesforce.com's top used apps: Data Import Wizard and Page Layout Editor.
- Co-led development of interaction and design for Avvo's beta web launch, enabling it to earn \$10 million in second round funding and have 100,000 site visitors during its first week.

## PROFESSIONAL EXPERIENCE

### Sr. Product Design Manager, AppDirect

2015 – PRESENT

- Supervising and mentoring product design and user research staff.
- Establishing team and individual OKRs to ensure staff comprehension and individual ownership.
- Leading the charge for customer journey map creation which resulting in profitable roadmap adjustments.
- Managing hiring process and creating skills map to clarify team needs and reduce bias.
- Delivering 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 designing 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 EXPERIENCE

Sr. UX Designer, Art.com, 2011.

UX Designer, Getty Images, 2009 – 2010.

UX Designer, Expedia, 2007 – 2008.

UX Designer, Evri, 2009.

## CONSULTING

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, 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.

## 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