

Hailey Shi

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SELECT WORK EXPERIENCE

Mastercard

New York, NY

Senior Product Experience Designer (prev. Specialist, prev. Intern)

June 2021 – Aug 2021, Jan 2022 – Present

- Orchestrated a comprehensive website overhaul by creating and managing a dynamic design system with 200+ components and learning Git to efficiently clean up 100+ repositories within 6 months to reflect new designs for 150+ product landing pages
- Led UX research for product features of a best-in-class development platform that enable seamless API integrations, empowering customers to build financial solutions that drive billions of transactions and inbound API calls annually
- Rebranded the Mastercard Developers identity by designing new package of 60+ digital assets to increase online visibility and engagement, saving approx. \$100K in agency fees and reaching 2.2M+ developers globally
- Spearheaded AI Governance design initiatives to advance responsible AI practices, enhancing transparency before deployment

BrainStation

New York, NY

Instructor

June 2025 – Present

- Taught globally recognized UX and UI design certification courses by guiding students through an 8-week intensive curriculum
- Covered topics like design principles, user research, wireframing, design systems, accessibility, responsive design, usability testing, and interactive prototyping with industry-standard tools to help students build portfolio-ready projects

FL4K

San Francisco, CA

Brand Design Intern

Feb 2021 – June 2021

- Led transformation of brand identity by establishing new design guidelines and strategically reorganizing information architecture to seamlessly merge two disparate websites together, elevating the edtech company to industry prominence
- Modernized an outdated Spanish curriculum by designing innovative online lessons with interactive games and other multimedia content, setting a new standard for educational excellence with customizable ACTFL-aligned programs for K-12

Praava Health

Dhaka, Bangladesh

UI/UX Design Intern

July 2020 – Sep 2020

- Optimized COVID-19 screening and treatment process by working with doctors to design intuitive telemedicine solutions and analyzing user conversations to refine decision tree structure of SMS chatbot, expediting a more precise identification of healthcare services needed and improving overall accessibility of quality healthcare for 30M+ people
- Designed user-centric video consultation platform to optimize onboarding pathways for smoother appointment scheduling experiences and enhanced patient-doctor interaction within the portal

Columbia Daily Spectator

New York, NY

Engagement Manager

Sept 2018 – Dec 2019

- Led a multidisciplinary team of 13 designers, analysts, and copywriters through 11 marketing campaign cycles from ideation and strategy formulation to post-implementation review, delivering high-visibility campaigns for clients like L'Oréal and Duolingo
- Conducted market research to boost product performance and instituted process for streamlining product launch timelines, delivering digital content with 60K+ total reach and other engagement metrics surpassing industry standards

The Play Company

New York, NY

Marketing Intern

June 2019 – Aug 2019

- Directed an Off-Broadway show's marketing and PR campaign by driving multi-channel initiatives and securing press coverage to promote its world premiere, while developing marketing collateral for inaugural Shanghai-New York Twin Cities Theater Forum

Qnary

New York, NY

Social Media/Graphic Design Intern

Feb 2019 – April 2019

- Designed the first IPRA award-winning gold paper in 11 years, as well as high-impact visual content for Mondelēz's 2018 Global Marketing Excellence Awards and personal branding for Fortune 500 C-Suite executives that boosted engagement by 158%

EDUCATION

Columbia University, Columbia College & Columbia Business School

- B.A. in Visual Arts, Art History, Business Management | GPA: 3.92 | Mendelson Scholar, Navab Fellow, Dean's List (all semesters)

SKILLS, CERTIFICATIONS, AND INTERESTS

Skills: Figma, Adobe Creative Suite, InVision, Sketch, WEVO, Userlytics, Framer, Final Cut Pro, Qualtrics, Google Analytics

Certifications: Adobe Young Creator, IBM Enterprise Design Thinking Practitioner, Google Digital Marketing, BCG Strategy Consulting Virtual Experience Program, Hubspot Growth-Driven Design

Interests: Slam poetry, gallery hopping, real estate, travel, responsible AI