Hailey Shi

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SELECT WORK EXPERIENCE

Mastercard – Mastercard Developers Team   **New York, NY**
Senior Specialist, Product Experience Design (prev. Specialist, prev. Intern)   *June 2021 – Aug 2021, Jan 2022 – Present*
- Led the creation and scaling of a design system with 200+ components from scratch, establishing a dynamic foundation leveraged by global teams to accelerate product delivery and ensure design consistency across developer tools worldwide
- Owned UX testing strategy and implemented iterative design processes for a best-in-class developer platform, enabling seamless API integrations and empowering customers to build solutions that drive billions of transactions and inbound API calls annually
- Orchestrated the rebrand of Mastercard Developers by designing a new package of 60+ digital assets that reached 2.6M+ developers, achieving a 21% increase in developer accounts while saving ~$100K in agency fees through in-house execution
- Spearheaded AI Governance initiatives by architecting the foundational model card framework, setting standards for transparency and facilitating responsible, enterprise-level AI adoption

BrainStation   **New York, NY**
Lead Instructor, Product Design   *June 2025 – Present*
- Led instruction of the globally recognized Product Design Certification (PDC™) by mentoring students through an 8-week intensive curriculum covering user research, wireframing, design systems, accessibility, responsive design, usability testing, heuristics, and interactive prototyping, resulting in portfolio-ready projects aligned with professional industry standards
- Upcoming (Feb 2026): Will lead an AI for Designers workshop focused on prompt engineering and rapid prototyping

FL4K   **San Francisco, CA**
UI/UX Designer (prev. Brand Design Intern)   *Feb 2021 – June 2021, June 2023 – Aug 2023*
- Directed a comprehensive brand transformation by establishing new design guidelines and strategically reorganizing information architecture to seamlessly merge two disparate websites, elevating the edtech company to industry prominence
- Modernized a legacy Spanish curriculum by designing innovative online lessons with interactive games and other multimedia content, setting a new standard for K-12 educational excellence through customizable ACTFL-aligned programs

Praava Health   **Dhaka, Bangladesh**
UI/UX Design Intern   *July 2020 – Sep 2020*
- Optimized COVID-19 screening and treatment workflows by collaborating with healthcare providers to design intuitive telemedicine solutions and refine SMS chatbot decision tree, enabling a faster and more accurate service triage and improving overall accessibility of quality healthcare for 30M+ patients
- Designed a user-centric video consultation platform to streamline onboarding pathways for smoother appointment scheduling experiences and enhanced patient-doctor interactions 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 that reached 60K+ users and consistently exceeded industry standards for engagement

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   **New York, NY**
- 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, Vibecoding, Adobe Creative Suite, InVision, Sketch, WEVO, Userlytics, Framer, Final Cut Pro, Qualtrics, Google Analytics

Certifications: BrainStation Artificial Intelligence Certificate (AIC™), Adobe Young Creator, IBM Enterprise Design Thinking Practitioner, Google Digital Marketing, BCG Strategy Consulting Virtual Experience Program, Hubspot Growth-Driven Design

Interests: Solo traveling, sketching in museums, slam poetry, art auctions, real estate