

# Hailey Shi

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## SELECT WORK EXPERIENCE

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### Mastercard

New York, NY (Remote)

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, collaborating with product and engineering teams to formulate content, and learning to write in Markdown on Azure DevOps to efficiently redesign and publish 100+ new product landing pages within 6 months
- Redefined the Mastercard Developers identity by designing new package of 60+ digital brand assets to increase online visibility and engagement, saving approx. \$100K in agency fees and reaching 2.2M+ developers globally
- Streamlined product documentation system by building the framework for a B2E product catalog, introducing new admin capabilities and UI features, and interviewing users throughout multiple iterative processes

### FL4K

San Francisco, CA (Remote)

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- Modernized an outdated Spanish curriculum by designing innovative online lessons with interactive games and other multimedia content, setting a new standard for educational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 K-12 programs

### Praava Health

Dhaka, Bangladesh (Remote)

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 impactful high-visibility campaigns for executive-level clients from companies such as L'Oréal and Duolingo
- Conducted market research to boost product performance and instituted process for developing product launch timelines to deliver 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

- Developed marketing collateral for inaugural Shanghai-New York Twin Cities Theater Forum by working with the Founding Producer to highlight PlayCo's international productions and represent U.S. theater industry
- Conceptualized and executed a marketing campaign to promote the world premiere of an Off-Broadway show by liaising with press, print media, and production crew

### Qnary

New York, NY

Social Media/Graphic Design Intern

Feb 2019 – April 2019

- Designed the first IPRA award-winning gold paper in 11 years, alongside an annual white paper, while also illustrating digital content and presentations to amplify the social channels of Fortune 500 C-Suite executives
- Assisted in planning Mondelēz's 2018 Global Marketing Excellence Awards by designing event ads and motion graphics to announce winners, publicize key quotes, and launch new Digital Kickstart program

## EDUCATION

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**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

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**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