

Haley E. Hooper

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EDUCATION

NORTHWESTERN UNIVERSITY

September 2023 - August 2024

M.S. Information Design and Strategy (UX)

- User Experience Designer, Human-Computer Interaction, Computer Science
- Design technology and strategy to translate complex data into actionable insights.
- Craft compelling narratives and lead cross-functional teams through data visualization.
- Prioritize user experience design, strategic communication, and human-centered design.

NORTHWESTERN UNIVERSITY

September 2019 - June 2023

B.S. Organizational Change & Management, Engineering Design

Minors: Business Institutions, Engineering Design (UX), and Entrepreneurship

Cumulative GPA: 3.7/4.0, Dean's List

- Women in Business, Independent Research in Psychology of Design, Designing for Social Impact, NUvention (Experiential Learning), Kellogg Entrepreneurship and Venture Capital Club
- Relevant skills: Photoshop, Illustrator, Sketch, InVisio, Figma, Principle, Interaction, Graphic, Visual Communications, Product

DARTMOUTH COLLEGE

December 2020

Tuck School of Business Bridge Program

- Selected for this 4-week business intensive program taught by Tuck MBA faculty.
- Conducted a valuation projecting future earnings, completing financial, marketing, and strategic analyses, corporate finance, marketing

PROFESSIONAL EXPERIENCE

OLYMPUS (WEIGHT LIFTER TRACKING APP)

June 2023 - Present

Chief of Product Design (UX) and Strategy

- Designed and engineered more than 100 screens in Figma, leading the way in UX/UI strategies by spearheading app development, wireframing, user flows, and interaction design.
- Incorporated feedback for iterative improvements to ensure seamless user experience.
- Managed technical development, guiding full-stack developers to App Store launch.

THE GARAGE AT NORTHWESTERN

September 2023 - July 2024

UX Designer, Product Innovation and Management

- Created transformative UX design projects, driving development of internal platform that fosters growth for student startup ventures.
- Conducted data analysis for reporting framework, providing comprehensive insights for strategic decision-making.

ERNST AND YOUNG

Summer 2022

Organizational Transformation and Change Management Intern

- Directed organizational workforce planning and change management implementations.
- Assessed opportunities and risks for \$100M+ merger and acquisition project.
- Developed capital consulting skills through relationships with colleagues and clients.

QUICKEN LOANS

Summer 2021

Product Strategy, Development, and Management Intern

- Expanded Rock Central's UX/UI sector within the FOC Backbone Technology Team, integrating features that resulted in a 30% engagement increase on internal websites.
- Enacted intricate plans spanning team backlogs with a daily prioritization of 10 product features across 4 projects.

QUICKEN LOANS

Summer 2020

User Experience Design Strategist Intern

- Liaised with 45+ companies, translating client needs into roadmaps.
- Analyzed 20+ websites and data analytics, resulting in the consolidation of 16 sites.
- Developed employee exposure risk optimization technology and internal security program for COVID reentry as part of the Pandemic Response Team.

LEADERSHIP THROUGH RUNNING

NORTHWESTERN VARSITY CROSS COUNTRY

August 2019 - October 2020

Team Member

- Recruited to Northwestern's Big Ten program after success in high school: GSHA 3A State Champion, Georgia's Fastest Freshman, Atlanta Track Club All Metro Designation.
- Balanced a full academic course load while committing 25+ hours a week to training.

KINGSWOOD FUN RUN

August 2010 - August 2019

Founder

- Started and maintained a fun run for 10 years to benefit the Atlanta Humane Society.
- Raised over \$100,000; organized and marketed the run; and solicited sponsors, coordinated volunteers, vendors, and news coverage.

PROFICIENCIES

Computer: Figma, Adobe, SketchUp, Microsoft Suite, WordPress, Languages (R, Python, Java)

Industry Knowledge: Business and Product Development, Capital Raising, Market Analysis, Social and Digital Media, Information Architecture, Sales Strategy and Execution

INTERESTS

Music Producer and DJ (Published Artist on All Platforms), President and Owner of HHDesigns LLC., Center for Humane Technology Advocate, Certified Yoga Teacher, Philosophy Enthusiast, Skier, Triathlete