



Haley Joy Guilfoile

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Dallas, TX

haleyjoy.com

Relevant Skills

- Leadership
- Web Design
- Desktop Design
- Mobile Design
- Analytical Skills
- Service Blueprinting
- User Research, A/B Testing
- Field Observation
- Wireframing
- Rapid Prototyping
- Understanding of HTML, CSS, Javascript, XAML, C# limitations
- Visual Storytelling
- Copywriting

Relevant Software

- Figma
- Zeplin
- Sketch
- Axure
- Invision
- Adobe Creative Suite
- Balsamiq

Associations and

Conferences

- Adobe Max 2020
- SXSW 2019
- UXPA International 2019
- Enterprise UX 2018
- Big Design 2018+2019
- Dallas Society of Visual Communications
- AIGA DFW

Passionate UX/UI leader, designer and researcher. Web, Desktop, Mobile Design.

Employing a collaborative approach while maintaining a business focus, and making decisions with stakeholder buy-in based on quantitative and qualitative data.

<https://www.linkedin.com/in/haley-guilfoile-43042aaa>

<https://www.haleyjoy.com> - Portfolio URL

Experience

UX Design Lead, Runyon (Fortune 100 Life Insurance Co.), Dallas, TX Mar 2025 - Present

- Heavy Focus on Reducing Policy Lapse, Reducing Employee Effort/Time, Increasing Customer Retention
- Created a new UI Kit in Figma
- Redesigned Life Insurance customer experience (Onboarding, Dashboard, Policy Management, Beneficiary Management, Profile Settings, etc.)
- Created and tested High Fidelity Prototypes with customers, validating designs aiming to decrease life insurance policy lapse by driving customers to set up AutoPay
- Targeted increased customer retention by providing additional value via Life Insurance resources for loved ones etc.
- Redesigned Agent and Employee Dashboards for optimized workflow, incorporating smart suggestions for higher customer conversion / better customer service

UX Design Lead, Masergy (Comcast Business), Dallas, TX

Feb 2023 - Dec 2024

- Established first-ever design-led product practices and processes at Masergy, shifting roadmap prioritization practices to focus on data-driven and research-driven projects
- Forged a relationship between the Comcast Business product team + Masergy product team and facilitated the combination of both roadmaps/development efforts
- Responsible for 2 direct reports
- Worked on the SLT to develop and execute convergence strategy, finally bringing Masergy products to Comcast Business customers
- Identified data gaps and worked with development to ensure usage analytics are captured throughout the product
- Led design of customer self-serve report scheduling tool for circuit reports, cutting manual employee time spent on this task from a combined 400 hrs/week to 20 hrs/week
- Led design of customer self-serve SD-WAN features at an extremely high level of detail, cutting employee time spent on this task from a combined 350 hrs/week to 14 hrs/week

UX Design Team Lead, Real Geeks, Dallas, TX

Dec 2021 - Feb 2023

- Led team of product, development, and marketing to champion the creation of a new product generating additional value for Real Geeks
- Created and led a mentorship and professional development program for driven, self-starting Real Geeks employees looking to grow their Design + Product skills
- Streamlined communication between Product+Design teams at Real Geeks and CINC to benefit from knowledge sharing, shared research, and solution sharing
- Responsible for 2 direct reports
- Led design of newly designed mobile app for real estate agents to manage and engage leads on the go. New mobile features release resulted in an 8% increase in new customer acquisition.
- Led design of automated messaging platform driving conversion for RG customers

Senior UX Designer, TaxAct, Dallas, TX

May 2021 - Dec 2021

- Responsible for Service Design, UX/UI design, UX research, workflow design and operational support for a new B2C product offering, completing designs in Figma
- Identified TaxAct employee pain points and created Service Design Blueprints mapping out past and future workflows, distilled research into customer journey maps, etc.
- Championed a scalable solution addressing both training and operational needs as new product grows from 10 employees converting 100 units -> 100 employees converting 10,000 units
- Completed a competitor analysis leading to additions to product roadmap for TaxAct
- Creator and leader of an internal mentorship and professional development program for the TaxAct design team

Senior Interaction Designer, Capital One, Plano, TX

2019-2021

- Responsible for UX/UI design, research experience, wireframing and prototyping for B2B and B2C projects
- Digitized manual processes by designing and implementing an e-sign process for customers, which reduced agent and consumer effort, human error, turn-around time per loan (up to 30%), and losses (\$6m+ saved between June 2020 and Dec 2020)
- Led user research and design employing a forward lean, implementing pattern-based processes for complex needs of customer service agents and operation teams in VOLT (a standardized and streamlined loan processing program that will replace the existing 20+ year old monolith program, early results showing a productivity boost of 40%)
- Identified opportunities for VOLT to be utilized across multiple LOB's within Capital One, using a design approach that incorporated other LOB's to ensure a comprehensive cross-company-friendly tool
- Led launch of Capital One Auto Refinance's first outbound research initiative and completed monthly consumer studies, resulting in important changes to the product roadmap and the creation of a robust idea catalog

UX Designer, Heritage Auctions, Dallas, TX

2018- 2019

- Drove user research and design work on specialized tools for 13+ teams and oversaw adoption of new application
- Automated processes making the user experience more efficient and delightful, resulting in a 30% speed increase in task completion across operations and customer service teams
- Helped scale and maintain a Design Library containing patterns and solutions, improving development efficiency and enforcing company-wide standards
- Influenced a switch to test-driven development processes, resulting in faster turn-around time and a significantly reduced error rate
- Updated and maintained hundreds of wireframes and clickable prototypes in Axure

Education

Bloc, Inc. UX/UI Design Program

August 2017

Academy of Art University, San Francisco, CA
B.F.A. Digital Illustration

August 2016