



Prolific UX/UI designer who employs a forward lean, collaborative approach, and a multitude of talents when facing exciting and challenging opportunities. A self starter who is passionate about using design to delight users while simultaneously achieving business objectives.

Haley Joy Guilfoile

haleyguilfoile@gmail.com

248.880.2091

Plano, TX

haleyjoy.com

Relevant Skills

- User Research
- Field Observation
- Wireframing
- Rapid Prototyping
- Understanding of HTML, CSS, Javascript, XAML, C# limitations
- Visual Storytelling
- Copywriting
- Graphic Design

Relevant Software

- Photoshop
- Illustrator
- Sketch
- Axure
- Invision

Additional Skills,

Tools & Experience

- CNC Laser Cutting / Engraving
- Extensive color theory education
- Character Design
- Mural Painting
- Social Media Marketing

Associations and

Conferences

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

Experience

Senior Interaction Designer, Capital One, Plano, TX

2019- Present

- 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 since June 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

- Co-led user research and design work on specialized tools for 13+ teams and oversaw adoption of new application
- Identified automatable processes making the user experience smooth and delightful, and 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

Owner, Love Note Studios, San Francisco, CA & Dallas, TX

2013 - Present

- Independently built freelance and ecommerce brand through social media marketing and online sales
- Established brand presence with a niche online market and maintained excellent customer relations
- Generated B2B and B2C sales resulting in a 75% repeat client base
- Maintained a highly profitable business, generating approximately \$100,000 gross profit

Education

Bloc, Inc. UX/UI Design Program

August 2017

Academy of Art University, San Francisco, CA

August 2016

B.F.A. Digital Illustration