

HALEY LONGBOTTOM



UX DESIGNER | [HALEYLONGBOTTOM.COM](https://haleylongbottom.com)

EDUCATION

Elon University

BA in Communication Design, 2017

Digital Art Minor
Magna Cum Laude
Outstanding Senior in Comm. Design

General Assembly

User Experience Design, 2019

Researched, prototyped, and tested iOS app to assist individuals with food allergies in finding accommodating restaurants.

Utilized Adobe XD, Sketch, and Invision to design and develop an interactive prototype to conduct user tests.

SKILLS

Software

Figma, Sketch, Invision
Adobe Creative Suite
Illustrator
InDesign
Photoshop
XD
Lightroom

Technical + Creative

UX/UI Design
Prototyping
Visual Design
Branding
Illustration

Interpersonal + Marketing

Brand + Content Marketing
Team Culture Champion
In-House + Agency Experience

CONTACT

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EXPERIENCE

UX/UI Designer

Bbot | 2021-Present

Lead Visual Designer | 2020-2021

- ✓ Researching, testing, and re-designing the end-to-end customer journey for both Bbot's order and pay from the table product and owner-facing experience for the hospitality industry.
- ✓ Working cross-functionally with the product and engineering teams to create a design system to implement mockups, wireframes, and prototypes in Figma, while refining the various screens of the product from consumer to owner and admin.
- ✓ First full-time designer hired to reimagine the Bbot brand, vision, and presence for the company, including two website UI redesigns and a logo redesign.
- ✓ Designing dynamic and interactive ebooks, emails, and marketing and sales resources, while overseeing the schedule of posts via social channels, in the newly launched resource center. Managing weekly design meetings and communication with the leadership team.

Visual Designer

Toast | 2019-2020

- ✓ In-house creative who utilized UX background to design engaging UI experiences in Figma to set Toast apart from SAAS competitors.
- ✓ Executed asks from the marketing department, ranging from in-experience, event booth designs to targeted paid campaign ads, A/B tests to improve the CTR of our site, and product marketing assets for capital and payments.
- ✓ Worked closely with the content, dev, and product teams to design e-books, webinar assets, and dynamic resource web pages.
- ✓ Co-lead internal marketing culture team to engage and celebrate employees.

Freelance Designer

Self-Employed | 2013-Present

- ✓ Designing the consumer-facing website for a new business venture that connects business partners and solution-orientated contributors.
- ✓ Redesigned private school admissions viewbooks as well as alumni and development donor pieces and social content.
- ✓ Outperformed 15 designers to revamp a non-profit logo to improve recognition within the community.

Visual Designer

LOOK Agency | 2017-2019

- ✓ Agency-based designer who developed logos, front-end visuals, and collateral, while visualizing and aggregating data for detailed infographics and UX design.
- ✓ Spearheaded projects and collaborated with creative directors and clients. Compiled Visa co-branded presentations for companies such as PayPal, BMW, and AAA.