



HALEY LONGBOTTOM

UX DESIGNER | HALEYLONGBOTTOM.COM

EDUCATION

General Assembly

User Experience Design, 2019

Researched, prototyped, and tested iOSnapp 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.

Elon University

BA in Communication Design, 2017

Magna Cum Laude
Outstanding Senior Award
in Communication Design
Digital Art Minor

SOFTWARE

Figma, Sketch, Invision

Adobe Creative Suite

Illustrator

InDesign

XD

Photoshop

SKILLS

Low to High Fidelity Design

Wireframing

Prototyping

Visual Design

Branding + Illustration

Team Culture Champion

In-House + Agency Experience

CONTACT

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EXPERIENCE

Bbot (Acquired by DoorDash in March 2022)

UX Designer | 2021-2022

Lead Visual Designer | 2020-2021

Sole UX designer who researched, tested, and redesigned the end-to-end customer journey for Bbot's consumer product and owner-facing experience for the hospitality industry.

Worked cross-functionally with product and engineering teams to implement a design system in Figma to create mocks, wireframes, and prototypes in Figma, and refined the UI of the product.

First design hire to lead the redesign of the Bbot logo and brand while creating the foundation for Bbot's marketing team.

Created interactive ebooks, emails, and GTM resources, and oversaw the entire brand through the management of weekly design meetings and communication with the leadership team and key stakeholders.

Toast

Visual Designer | 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.

Freelancer

Visual Designer | 2013-Present

Designing the consumer-facing website for a new product 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.

LOOK Agency

Visual Designer | 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.