

# Faye Hays

Product Design & Management

fhays.com  
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## Head of Design & Senior Product Manager

**Messari**, Blockchain Data, *messari.io*

2018–2020

Launched 4 major product releases, managed sprint cycles, roadmap, user feedback, user research, and synchronization with content & research teams for features and growth drives

Redesigned entire front-end, unifying three products and two brands into one holistic product with unified design systems and “rabbit hole” experience facilitating discovery & retention

Defined & tracked analytics on weekly basis to measure effects of design changes, growth strategies and marketing campaigns

Led team in recurring product vision ideation, strategy sessions, and collaborative design marathons

Created *boards.messari.io* with CTO & Head of Research to reflect our longer term vision for consumer-focused platform

## Creative Lead

**Quidd**, Digital Collectibles, *quidd.co*

2016–2017

Tripled retention by improving app’s onboarding and user flows

Led redesign of entire product; implemented holistic design system, modular presentation of digital goods, UGC & personalized content

Worked with BD to design modular framework allowing flexibility in the presentation of sales drives based on segmented user cohorts

Created a support system for female and gender-neutral employees while helping establish precedents for transparency and inclusiveness

## Director of Design

**Village for Parents**, Parenting Advice App

2014–2016

Received *Honorable Mention* from Webby Awards and *Best Navigation* from Silicon Beach App Awards

Worked with CEO and engineer from prototype stage through v3 of the app while owning user research, UI/UX design, and managing sprints

### **Design Director**

**Parenteen**, Drive Monitoring App, *mavizon.com/parenteen*  
2013–2014

Led team in prototyping and build management; researched user personas and designed app's interfaces while working closely with engineers

### **UI/UX Designer**

**Cadenza**, Harvard i-lab, Orchestral Accompaniment App (*no longer live*)  
Summer 2013

Designed all user flows, states, wireframes and branding for v1 product

### **Product & Visual Designer**

**Freelance**, *fhays.com/tech*  
2012–2018

Created design systems, product designs, UI/UX designs and branding

Clients include:

- Art & Global Health Center Africa (*aghcafrica.org*)
- Orbeliani: Civic Aid Platform (*orbeliani.net*)
- Medium (*medium.com*)

### **Adjunct Professor**

**Northeastern University**  
2011–2012

Designed curricula & taught undergraduate courses in architecture

### **Teaching Fellow**

**Harvard University**  
2009–2013

Co-taught a course led by IDEO on design-thinking for engineers & various graduate-level architecture lecture & seminar courses

**Doctor of Design**, Harvard University, 2013

**Master of Science**, London School of Economics, 2009

**Master of Architecture**, University College London, 2008

**Bachelor of Environmental Design**, Texas A&M University, 2007