

# Hayley Harkema

interaction designer + animator

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[www.hayleyharkema.com](http://www.hayleyharkema.com)

## PROFILE

Resourceful and curious, I love to iterate ideas from concept to prototype and into production. While adept with an array of creative tools, I think there's no substitute for research and gaining empathy. I thrive under pressure and enjoy a fast-paced and dynamic workplace where I can continue to expand my skills while bringing usability to tech.

## SKILLS

### Design

- rapid prototyping
- low to high level mockups
- illustration
- motion graphics
- style guides + pattern library

### Research

- storyboarding
- user persona + flows
- usability testing
- heuristic evaluation
- interview

### Software

- adobe suite
- sketch
- principle
- invision
- maya

## INTERESTS



Sailing



Growing



Lettering

## WORK EXPERIENCE

### UX Developer Co-op

Fall/Winter 2019

FISPAN Solutions

Collaborated with Marketing and UX leads to establish new brand style guide including colours, typography and iconography based on newly developed logo.

Planned, designed and produced new company website using wireframing and sketch prototyping to create a more comprehensive and professional experience with distinct tone.

### Visual Presentation + Animation Designer

Spring/Summer 2018

Nokia

Produced over 15 videos in four months, including one video used at Mobile World Conference.

Redesigned six separate documentation centers into one cohesive, more intuitive and consistent search experience in collaboration with UX team researcher.

### Senior Instructor

2012 - 2017

Saltspring Island Sailing Club

Oversaw safety and instructional quality of seven instructors and volunteers that instruct up to 200 students every summer.

Planned and coordinated daily activities with instructors to maximize resources, which led to increased instructional time for students and fewer incidents between sailors.

## RECENT PROJECTS

UX/UI **Boosted Case Study:** in depth app audit and redesign

VID **Believe Me:** speculative service branding and packaging

UX/UI **Sunsense:** light sensing app for indoor plant health

UX/UI **CityMapper Case Study:** extensive evaluation and redesign

## EDUCATION

Simon Fraser University: 2014 - 2020

B.A. Interactive Arts + Technology

transferred 2014 from Carleton University

A fast-paced, hands-on program teaching students how to work in different forms of media from print to web.