



HAYLEY MCHUGH

DIGITAL EXPERIENCE DESIGNER

CONTACT

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EDUCATION

Certificate, Graphic Design MC

Udemy Academy
Jan 2025- Present

Master's, M.A. - UX Design

Regent's University London
Sept 2023 - Sept 2024

Certificate, UX Design

Google Coursera
Jan 2023 - Sept 2024

Certificate, Full-Stack Coding

UCSD Extended Studies
Sept 2021 - March 2022

Bachelor's, BAsC - Marketing

San Diego State University
Aug 2015 - May 2019

SKILLS

Digital Tools:

- Figma
- Adobe XD
- Illustrator
- Framer
- InDesign
- Photoshop

Competencies:

- Research
- Prototyping
- Testing
- Branding
- Typography
- Color Theory

RELEVANT WORK EXPERIENCE

Web Designer

Global Wine Brands, Inc. | Jan 2025 - Present

- Designing and developing a fully responsive website for a luxury winery in Napa, CA, enhancing user experience.
- Collaborating with the team to define the winery's brand identity and vision, designing a unique logo that captures its essence.
- Creating a visually engaging online presence that showcases the brand's story, values, and wine culture, driving customer engagement.
- Optimising the site for usability and performance using industry best practices to ensure a high-quality digital experience.

UX/UI Design Intern

Foolproof Design Agency | London, UK | May 2024 - Sept 2024

- Conducted user research and usability testing for a major brand's onboarding journey, creating personas and journey maps to identify improvements.
- Designed and refined wireframes and interactive prototypes in Figma, enhancing personalisation and usability, leading to a 12% increase in user satisfaction.
- Worked closely with the Senior UX/UI Designer in bi-weekly meetings and design critiques, refining solutions to balance user needs and business goals.

ADDITIONAL WORK EXPERIENCE

Junior Accountant

Safdie Rabines Architects | Full-Time | July 2021 - Aug 2023

Admin Manager, Accountant

Austin Legal Group, APC | Full-Time | Oct 2019 - July 2021