

Hailee Hoa Luong

Product Designer · New York, NY

Portfolio: [hailee.day](#) ↗

designed & built with Claude Code

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SUMMARY

Product designer focused on the structure behind the interface: identity, permissions, and compliance across enterprise, civic tech, and early-stage startups. Most recently shaped the unified customer identity for ~100M Verizon customers, pairing strategy with hands-on craft.

EXPERIENCE

Verizon · Experience Designer

Identity Architecture team, unifying experience across My Verizon, Home, Family, Protect apps

Jan 2025 – Sep 2026

- Designed a unified Parental Controls experience across the Home and Family apps, earning **executive sign-off for a planned rollout to ~300K customers**
- Co-defined the identity strategy for a unified profile across a ~100M customer base, making it concrete through service maps and high-fidelity screens
- Led competitive research on market positioning, briefing Senior Directors and the VP of Design
- Grounded strategy in regulation and evidence early in planning by researching federal privacy law (COPPA) and quantifying real customer overlap
- Resolved accountability gaps across Product, Design, and Engineering by introducing a RACI matrix and stakeholder maps
- Brought AI tools (NotebookLM, Gemini Gems) into team research, speeding up synthesis of user research and legacy docs

BetaNYC · User Experience Designer

Civic tech, designing 0–1 tools for NYC communities

Mar 2023 – Jan 2025

- Cut campaign staff search time by 70%** with a website for a NYC tenant rights campaign, reaching 100+ users in 3 months
- Partnered with developers and data scientists on two live data tools for NYC advocates: [floodgen.beta.nyc](#) (flood risk across 30 disadvantaged neighborhoods) and [urbanheat.nyc](#) (heat risk by neighborhood)
- Established accessibility practices with engineers: WCAG contrast, handoff annotations for landmarks, headings, tab order, and alt text

Pratt Institute · User Experience Consultant

Client projects for nonprofits and university offices

Oct 2022 – Dec 2023

- Led a website redesign for NYC Microscopical Society, **raising membership and event interest by 60%**
- Audited the information architecture of the Office of the Provost's 100+ page site and presented navigation recommendations to the Associate Provost

Tailoru · UX/UI Designer

AR startup and client design studio

Oct 2019 – Jan 2022

- Rebuilt onboarding and measurement flows** for an AR body-measurement app after testing showed 85% of users needed clearer phone-positioning guidance
- Co-designed the high-fidelity website for VinFast, a Vietnamese EV manufacturer, ahead of its US launch

SKILLS

Design

Information Architecture, Experience Architecture, User Flows, Journey Mapping, 0→1 Product, Wireframing, Hi-fidelity Mockups, Prototyping, Interaction Design, Design Systems, Service Design, Accessibility

Strategy & Alignment

Product Strategy, Problem Framing, Systems Thinking, Stakeholder Management, Competitive Analysis, Regulatory & Compliance Research

Research

User Interviews, Usability Testing, Surveys, Heuristic Evaluation, Card Sorting

AI-Augmented Workflow

AI prototyping, AI-assisted front-end build

TOOLS

Design Figma, FigJam

AI Claude Code, Claude Design, Figma Make, NotebookLM, Gemini Gems

Build HTML, CSS, VS Code

EDUCATION

Pratt Institute 2022–2024

M.S. in Information Experience Design, with Distinction

Vietnam University of Commerce

B.A. in Business Communication