

HAYLEY HUGHES

HAYLEY.C.HUGHES@GMAIL.COM

PROFESSIONAL EXPERIENCE

2021-23
Design Director
Nike

Lead multiple teams including design systems, trust, and setup
Facilitate growth and belonging of manager community

2019-21
User Experience Manager
Shopify

Led a team of 25+ responsible for the Polaris Design System
Created a “system of systems” model scaling across teams

2019
Experience Design Lead
Airbnb

Built operations to scale and drive adoption of the design system
in six businesses (40+ teams) across the organization

2015-18
Design Language Lead
IBM

Created the vision and strategy to rally hundreds of global
teams and executive leadership in the creation and adoption
of a design language to scale quality across 3k software products

2013-14
Product Designer
IBM

Facilitated design research and led product design for
enterprise software, including an e-commerce storefront builder

2009-10
Exhibition Designer
Rubin Museum of Art

2008-09
Freelance Designer
Select clients: Kate Spade, Loudmouth Press,
Union Square Cafe

TEACHING EXPERIENCE

2017
Teaching Assistant
University of Texas

Co-taught a design class for non-designers called radical
collaboration focused on human-centered design thinking

2014-16
Program Instructor
IBM Maelstrom

Authored curriculum and project briefs for three cohorts of IBM's
8-week internship program, critiqued work, and guided direction

2012-13
Teaching Assistant
North Carolina State University

Supported First-Year Studio, Visualizing Community Assets,
Graphic Design History, and Design Theory and Practice courses

EDUCATION

2011-13
Master's Degree, Graphic Design
North Carolina State University

2012-13
Design Co-Op
IBM

2005-08
Bachelor of Fine Arts, Graphic Design
University of Georgia

2008
University of Georgia Studies Abroad Program
Cortona, Italy

2008
Design internship
NBC Universal

2008
Design internship
The Clinton Foundation