

Haley Hetrick

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Figma | Miro | HTML | Optimal Workshop | Workday | Microsoft 365 | Google Workspace | Wix

Summary

Freelance designer and graduate of Georgia Tech's UX/UI program with a user-first mindset and commitment to solving usability pain points to provide an intuitive user experience.

Work Experience

Freelance, Atlanta, GA

Oct 2023 – present

User Experience & Web Designer

- Designing and implementing an end-to-end website refresh for a local Atlanta non-profit through research, assessment, design, usability testing, and coding of design changes
- Guided stakeholders through the redesign process to ensure usability, accessibility, and functionality changes meet business requirements

The Home Depot, Atlanta, GA

Oct 2016 – present

UX Mentorship

Dec 2022 – present

- Co-facilitated a half-day, hybrid workshop for UX and Engineering partners to align on a project's problem definition and early design ideation
- Supported multiple rounds of usability testing interviews with Field ASDSs on a project impacting 450K+ Home Depot associates
- Consults as a usability expert on HR Operations team projects
- Stays aligned with Workforce Tools project through participation in weekly updates and regular backlog refinement meetings
- Developed and maintained mentor/mentee relationships with multiple Home Depot UX professionals, leading to hands-on UX experience in a professional setting
- Conducted a crit review of a coursework case study with four Home Depot UX professionals

Administrative Assistant, HR Operations, Analytics, & Payroll

Sept 2018 – present

- Responsible for organizing workflow and communications for four HR Ops, Analytics, and Payroll Directors and their teams of 100+ associates
- Functioned as Project Manager for re-stack and construction projects, coordinating with other administrators as well as 6+ vendors to execute
- Spurred organizational and process changes by elevating associate pain points, with proposed solutions, to leadership
- Prepared and developed officer-level events with 100+ attendees
- Draft and distribute internal communications on behalf of HR Directors and Sr. Directors

Advertising Coordinator

Oct 2017 – Sept 2018

- Responsible for data accuracy and production of print ad campaigns supporting \$10B+ merchandising verticals
- Collaborated with Merchandising, Pricing, IPR, and Marketing to maintain up-to-date product representation in ad by market, up to 200 custom versions of a single ad page
- Leveraged Access and IBM data to partner with Merchandising Directors to ensure advertised products were regionally stocked and accurately represented in market
- Solved for last-minute changes to account for unexpected events that could impact print ad

Talent Acquisition Coordinator

Oct 2016 – Oct 2017

- Owned end-to-end candidate interview and hiring processes for Supply Chain

Education & Certification

Kennesaw State University, Bachelor of Arts in English 2016

Georgia Institute of Technology, Certificate in UX / UI 2023