

# HAYLEY TAKEUCHI

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## EDUCATION

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### University of Utah

Dec 2021

*Bachelor of Science, Multi-Disciplinary Design*

Salt Lake City, UT

## SELECTED PROJECTS

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### Weigh In (Digital Product, Web)

2021

A pain point in local politics is that constituent are often unaware of their local representatives' legislative decisions. Using Salt Lake City as a case study, I created a platform where constituents can enter a zip code to identify local representatives (among 50+), their functions, and legislative decision history. I created this platform, Weigh In, to increase transparency and accessibility to an experience that is otherwise difficult for constituents to navigate, especially for underprivileged communities.

### The Same County (Digital Product, App)

2020

The Rural Utah project, a voting advocacy non-profit had difficulty promoting local voting based on issues than on racial or partisan lines. Based on the hypothesis that residents' political paradigms can change if given the right opportunities, I created a digital platform that help people find common ground on local issues and lifestyles. The platform decouples local issues from racial and partisan lines, encouraging people to find commonalities in an otherwise divisive political environment.

## EXPERIENCE

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### Marketing and Graphic Design Specialist

Aug 2017 – Aug 2021

*Just Right Heating & Cooling*

Salt Lake City, UT

Created graphics for social media posts across three platforms  
Managed customer reviews on Google, Facebook, and Instagram to triage feedback and cycles of learning

### Social Media Specialist

Jan 2018 – Oct 2020

*Access Development*

Salt Lake City, UT

Launched and managed social media accounts for 3 product lines and increased new followers by 1,500

### Graphic Design Intern

Mar 2020 – Aug 2020

*International Dark-Sky Association*

Tucson, AZ

Collaborated with the Senior Director of Outreach to create visual solutions that included layout design, illustration, and typography

Designed dark sky friendly home lighting graphics that received positive social media response of 400+ likes and 300+ shares and adopted by IDA partners

*I am a digital product designer trained in equity-driven and human-centered design. I want to create products that are intuitive, accessible, and long-lasting.*

## SKILLS

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Sketching and Storyboarding

Wireframing

Prototyping

Illustration

Design Research

Visual Communication

Persona Development

Systems Thinking

## TOOLS

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XD

Sketch

Figma

InDesign

Illustrator

Photoshop

Premiere Pro

Miro