

# Hailey Seo

## Product Designer

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### SUMMARY

I design intuitive digital experiences across healthcare, web, and brand platforms with a focus on usability and consistency. My work bridges visual design and front end execution, often shaping projects from ideation to implementation. I believe design should quietly enhance daily life by solving real user problems, always grounded in empathy, collaboration, and thoughtful strategy.

### EXPERIENCE

#### Datametrex AI Ltd. | Web Designer

Nov. 2024 - Dec. 2025

- Led the **redesign and launch** of the Datametrex corporate website and three healthcare clinic platforms, focusing on optimizing user flow
- Increased **booking completion rate by 15%** through user feedback collection and UX analysis
- Built and maintained a Figma-based design system to ensure UI consistency and improve team efficiency
- **Participated in front-end development** to implement UI designs into the live site, performing QA and iterative improvements based on design standards
- Designed **email campaigns and social media visuals** aligned with brand messaging, while establishing a strategic design direction
- **Collaborated directly with the CEO and Director** from the early planning stage to align product vision with business goals

#### Innermost digital | UI Designer

Apr. 2024 - July. 2024

- Worked with the Creative Director to design UI components and prepare **developer handoff files** using Figma
- **Redesigned** a client's WordPress-based website by improving UI structure and refining visuals to align with brand tone

#### The Way Company Inc. | Graphic Designer

Aug. 2024 - Nov. 2024

- Coordinated with the marketing team to plan and produce brand assets such as official event posters and visual
- Redesigned the client's WordPress-based website, improving visual consistency and elevating UI quality

#### Seneca Hackathon | Junior Graphic Designer

Mar 2023 - Jan 2024

- Contributed to the design of **key visual materials** for the event, including logos, banners, social media graphics, and real-time announcements
- Collaborated with the marketing team to create content that enhanced clarity and engagement, improving the overall participant experience

### EDUCATION

#### Incheon National University

Bachelor of Fine Arts  
Painting and Design

#### Seneca Polytechnic

Diploma  
Interactive Media Design

#### Google Career Coursera

UX Design Professional Certificate

### SKILLS

User Experience Design

User Interface Design

Graphic Design

Branding Design

Front-end Development

Motion Design

Illustration

Adobe Creative Suite

Figma

Wix

Wordpress

Framer