Hailey Seo

Product Designer

Designer with 3 years of in-house experience across web platforms, internal tools, and healthcare-related services. Skilled in UI/UX design, system thinking, and front-end collaboration—creating scalable, intuitive experiences that serve real user needs while supporting business goals.

EXPERIENCE

Web Designer | Datametrex AI Ltd.　　　　Nov. 2024 - Dec. 2025

• **Designed and launched** the company website along with platforms for clinics owned and operated by Datametrex.

• **Improved** the clinic booking experience, leading to an **estimated 10–15%** increase in completed appointments.

• **Contributed to front-end development** to implement UI updates and maintain live platforms.

• **Built a design system** to standardize components and improve design efficiency.

• **Collaborated with the Director and CEO** to ensure product direction **aligned with business goals.**

• **Created marketing assets** for social media, internal branding, and various campaigns.

UI Designer | Innermost digital · Intern　　　Apr. 2024 – July. 2024

• **Redesigned** the client's website and supported its **implementation using WordPress.**

• **Worked closely with the Creative Director** on UI design, creating components aligned with product goals and brand guidelines.

• **Prepared handoff-ready design files** for developers to ensure smooth and efficient communication.

• **Originally hired for a 1-month internship, the role was extended to 4 months** based on strong performance and team fit

Graphic Designer | The Way Company Inc.　　Aug. 2024 - Nov. 2024

• **Designed promotional materials** including posters, digital ads, and internal brand assets.

• **Collaborated with the marketing team** to align visuals with campaign strategy.

• Delivered high-quality assets across **print and social media platforms** under tight timelines

Junior Graphic Designer | Seneca Hackathon　　Mar 2023 – Jan 2024

• **Designed the event's core brand assets**, including the official logo, posters, schedules, and social media graphics, as a member of the organizing team

• **Ensured visual consistency and clarity** across all event communications, improving attendee understanding and engagement

• **Collaborated with the marketing team** to deliver timely, branded content that supported pre-event promotion and real-time updates

CONTACT

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haileyseo.com

EDUCATION

Bachelor of Fine Arts
Painting and Design
Incheon National University

Diploma
Interactive Media Design
Seneca Polytechnic

UX Design Professional Certificate
Google Career Coursera

HARD SKILLS

User Experience Design
User Interface Design
Visual Design
Branding Design
Front-end Development
Motion Design
Illustration

SOFT SKILLS

Attention to Detail
Communication
Responsible
Collaboration
Open-Mindedness
Time Management

TOOLS

Adobe Creative Suite
Figma
Wix
Wordpress
Framer