



GEORGE HAYES

USER EXPERIENCE DESIGN

PORTFOLIO
georgehayes.co

EXPERIENCE

User Experience Architect

Eventbrite/ San Francisco
04.13 - Present

Lead the consumer user experience for discovery, search and social on responsive web, iOS and Android. Research, design and prototype new ways to help people find what they want to do next.

User Experience Designer

Netflix/ Los Gatos
03.11 - 03.13

Designed cross platform experiences for the web, iOS and tv on our social team; innovating the social tv space. Previously worked on our web and growth teams, where I was able to redesign, test and launch new web based search experiences.

Design Mentor/ Graduate Researcher

Youth Radio/ Oakland
11.10 - 05.12

Worked with the Youth Radio Mobile Action Lab to teach them a structured ux design process on two mobile projects, both of which socially benefited young people in Oakland.

Interaction Designer

Yahoo/ Sunnyvale
05.10 - 09.10

Conceived, designed and prototyped an iPhone application that connects users to local products, friends, places and offers using maps and an augmented reality overlay with the camera.

User Experience Architect

Neiman Group/ Philadelphia
11.08 - 04.09

Restructured the Department of Revenue's website for the state of Pennsylvania. Conducted user testing, created scenarios and personas for the Pennsylvania Department of Transportation.

Information Architect/ User Experience Specialist

eCity Interactive/ Philadelphia
02.08 - 11.08

Designed improved user experiences for various websites from ecommerce sites for Comcast to restructuring an intranet for the Children's Hospital of Pennsylvania.

EDUCATION

Masters of Information

Management and Systems, May 2011
Focus in HCI, Interaction Design
& Information System Design

University of California, Berkeley
School of Information

Bachelors in Psychology, May 2007

Minor in Fine Arts/ Photography
Mayors's Scholar

University of Pennsylvania
College of Arts and Sciences

PUBLICATIONS + AWARDS

Community Based Design with Youth Radio

Honorable Mention
James R. Chen Awards 2011

Buddy Bearings: a person to person navigation system

SIGCHI/ ACM
CHI 2010 Conference

DESIGN METHODS

Wireframing
Prototyping
Visual Design
Usability Testing
A/B Testing
Focus Groups
Survey Design
Competitive Analysis

DESIGN TOOLS

Sketch
Adobe Illustrator
Adobe Photoshop
Keynote
Invision
HTML/ Javascript