


# Hailey Tannenbaum

haileytannenbaum.com

hailey.tannenbaum@gmail.com

 /haileytannenbaum

203-837-7703

## WORK EXPERIENCE

### TEMPUS

Chicago, IL

#### Senior Product Designer

April 2019 - Present

#### Product Designer

September 2017 - April 2019

Shipped 10 products over 4 years as the lead designer alongside cross-functional teams of engineers, product managers, scientists, and other subject matter experts

Thought partner with product and engineering to formulate product vision, KPIs, product roadmap, and ideal operational, scientific, and business processes

Launched the company's first patient-facing result delivery app, playing a dual role of designer and lead product manager while navigating strict FDA guidelines and the ever-changing landscape of COVID-19

Designed and collaborated on complex interactive demos, VR experiences, at-home sample collection kits, our voice assistant Tempus ONE, and many other side projects as the trusted go-to designer for new and challenging problems in emerging areas of the business

Leveraged data from market research, competitive analysis, usage data, and user research to drive design decisions

Served as a mentor to other designers on our joint brand + product design team

### 511 Capital

Evanston, IL

#### Product Design Engineer

December 2015 - May 2017

Developed new brands and products at an international startup incubator; led projects developing small appliances, pet products and home goods

Managed new product development through the stages of market identification, user research, product design, prototyping, brand identity design, and brand launch

Traveled to Shenzhen, China regularly to source and inspect vendors, develop manufacturing processes and collaborate with our China-based team

### PieceMaker

Pittsburgh, PA

#### Product Design Intern

June 2015-September 2015

Designed and prototyped customizable consumer products for 3D printing, with a focus on toys, collectibles, wearables, and jewelry

Led user research and design iteration to reinvent product catalog and improve retail kiosk experience

## ABOUT

I am a full stack Senior Product Designer with deep experience navigating ambiguous and complex environments. I have a passion for working with subject-matter experts to create useful, beautiful, and world-changing products. I am curious, adaptable, and always looking to learn something new.

## EDUCATION

### Carnegie Mellon University

Bachelor of Science in Mechanical Engineering

Minor in Industrial Design

May 2015

## SKILLS

**Software:** Sketch, Figma, InVision, Photoshop, Illustrator, InDesign, Pendo, After Effects, HTML/CSS, 3D CAD, JIRA

**Design Process:** UI, UX, User Research, Wireframing, Prototyping, Personas, Usability Testing, Information Architecture, Interaction Design, Experience Design, Design Strategy, Product Strategy, Agile/SCRUM, Visual Design, UX Writing

## PROJECTS

### Project Frankie

November 2020 - Present

I'm currently serving as a design and concept advisor on an app aimed at educating young girls and non-binary adolescents about sexual health and development.

### Women at Tempus Mentor

June 2020 - December 2020

I was selected by an employee resource group at Tempus to participate in their pilot mentorship program. I met 1-1 with junior employees to discuss their career goals. I also spoke on a panel about how to be a leader at the company even if you don't have the official title of 'manager'.

### Tempus Board of Education

January 2018 - November 2020

I was on the original board of TBOE - a small employee lead group that hosted a curriculum of learning opportunities for other employees. These included talks from scientific leaders, external leadership courses, and coding classes. TBOE was eventually absorbed into the company's official Learning + Development program.