

About 1 results (.2023 seconds)



Haley Hooper

Entrepreneur, DJ, Student

Overview

School

News

Running

UX / UI

LLC.

Top stories

Vogue

Haley Hooper on her DJ career and bringing house back to Chicago

2 days ago

People

The app to change Northwestern Student life for the better: ClubSpot

23 hours ago

ELLE

Hooper shines light on the importance and value of design in personal life, career, & spaces

1 day ago

yahoo!entertainment

Yellow sunnies, faux fur, and loud colors, how HH is modernizing 70s fashion

2 days ago



More news

Evanston, IL June 2023

Northwestern University

Candidate for Bachelor of Science in Organizational Change, minor in Entrepreneurship -- Certificate: Segal Engineering Design

Hanover, NH December 2020

Dartmouth College

Tuck School of Business Bridge Program • Winter Cohort
Selected for this 4-week business intensive program taught by Tuck School of Business MBA faculty

www.haleyhooper.com

Design Portfolio

Showcasing my projects, companies, designs, and wireframes

Chicago, IL June 2022 to Aug 2022

Ernst and Young

People & Advisory Services Intern

- Managed project with budget of \$100M+, assessing opportunities and risks in the acquisition merging process, advising stakeholders by anticipating issues and their solutions, led large-scale organizational design project work-streams across sectors from strategic transformational workforce planning to change management implementation
- Developed human capital consulting skills in a 0-1 construction services transition project while building relationships with colleagues and clients

Detroit, MI June 2021 to Aug 2021

Rock Central

Product Owner, Digital Project Manager, and UX Design Associate

- Planned the procurement, execution, and completion of projects and fulfillment work on team backlog
- Prioritized an average of 10 product features and capabilities per day on 5+ projects, to effectively manage reaching internal and external stakeholder goals, independently assisted build out for Rock Central's growing UX/UI sector within Backbone Technology Team, integrated components of transformational initiatives increasing engagement by 30% on internal websites

Detroit, MI June 2020 to Aug 2020

Quicken Loans User Experience

UX Design Associate (Quicken Backbone Technology Team)

- Communicated with 45+ companies within the RHI network, translated client needs to tech backlog, created road mapping and supported many websites within the FOC, over 10% efficiency increase
- Analyzed over 20 websites and data analytics to optimize the user-oriented experience, which led to a consolidation of 16/20 websites
- Product Owner COVID reEntry (Pandemic Response Team), employee exposure risk optimization technology, helped develop employee internal security program via bracelet

Skills

Computer: Figma, Adobe Creative Suite, SketchUp, Excel, Microsoft Suite, WordPress, Languages (R, Python, Java) **Industry Knowledge:** Digital Media, Strategic Communications, Social Media, User Research and Usability Testing, Information Architecture, User Experience / UI, Entrepreneurship, Data Analytics

About

Haley Hooper is a zesty serial entrepreneur, DJ, Business and UX student, designer, producer, and CEO. Born in Atlanta, GA, Haley traveled to NU for school and to run for the varsity cross country team. Now a retired D1 athlete, a degree in Learning and Organizational Change, a minor in entrepreneurship, and a certificate in design keep her busy. [Wikipedia](#)

Graduating: June 12, 2023 (Evanston, IL)**Known for:** Startups, Creativity, Optimism, Boundless Energy**Occupation:** Student, Founder, Musician**Education:** Northwestern University, Tuck School of Business, The Lovett School (High School)

Feedback

Leadership Experience

The Garage at Northwestern Evanston, IL (2019-present)Northwestern's Entrepreneurship Incubator
X-Factor and Propel Program Participant

- Selected to be one of the 8 new members per quarter: individualized transformational leadership growth (X-Factor)
- Earned a \$1,000 grant to spend on an entrepreneurial project – solo founded 2 companies, "ClubSpot" and "Opal For Everyone" (Propel) Designed and built 2 websites, business plans, and conducted user research

NU Varsity Cross Country Evanston, IL (2019-2020)

Team Member

- Recruited to Northwestern's Big Ten program after showing success in high school including: GSHA 3A State Champion, Georgia's Fastest Freshman, Atlanta Track Club All Metro Designation
- Balanced a full academic course load while committing 25+ hours a week to training

Images for Haley Hooper

**Kingswood Fun Run** Atlanta, GA (2010 – 2019)

Founder

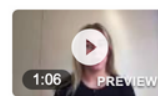
- At 9 years old, started and maintained a fun run to benefit the Atlanta Humane Society; organized and publicized the run, solicited sponsors, coordinated volunteers, vendors and news coverage
- Single-handedly raised over \$100,000

HHDesigns LLC. Atlanta, GA (2015 – present)

President and Owner

- Makes and sells her jewelry on site HHPearls within the ETSY marketplace www.etsy.com/shop/hhpearls
- Manages online orders and customer service; annual revenue \$12,000

Videos

**Haley Hooper Northwestern...**Facebook · The Garage at Northwestern
Jun 3, 2021**Haley Hooper**YouTube · Atlanta Track Club
Dec 2, 2015