

# Haley E. Hooper

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## EDUCATION

### NORTHWESTERN UNIVERSITY

September 2023 - December 2024

#### M.S. Information Design and Strategy

- Design technology and strategy to translate complex data into actionable insights.
- Craft compelling narratives and lead cross-functional teams through data visualization.
- Prioritize user experience design, strategic communication, and human-centered design.

### NORTHWESTERN UNIVERSITY

September 2019 - June 2023

#### B.S. Learning and Organizational Change

Minors: Business Institutions, Engineering Design, and Entrepreneurship

Cumulative GPA: 3.7/4.0, Dean's List

- Women in Business, Independent Research in Psychology of Design, Designing for Social Impact, NUvention (Experiential Learning), Kellogg Entrepreneurship and Venture Capital Club

### DARTMOUTH COLLEGE

December 2020

#### Tuck School of Business Bridge Program

- Selected for this 4-week business intensive program taught by Tuck MBA faculty.
- Conducted a valuation of Constellation Brands by projecting future earnings, completing financial, marketing, and strategic analyses.
- Developed skills in corporate finance, marketing, accounting, managerial economics, and spreadsheet modeling.

## PROFESSIONAL EXPERIENCE

### OLYMPUS (WEIGHT LIFTER TRACKING APP)

June 2023 - Present

#### Director of Sales Operations and Business Planning

- Discover and pursue new business opportunities, expanding the company's client base.
- Track the sales pipeline to utilize performance metrics and identify areas of improvement.
- Execute strategic sales plans to achieve revenue goals and growth targets.
- Secure essential financial backing

#### Chief of Product Design and Strategy

- Designed and engineered more than 100 screens in Figma, leading the way in UX/UI strategies by spearheading app development, wireframing, user flows, and interaction design.
- Incorporated feedback for iterative improvements to ensure seamless user experience.
- Managed technical development, guiding full-stack developers to App Store launch.

### THE GARAGE AT NORTHWESTERN

September 2023 - Present

#### Head of Product Innovation and Management

- Created transformative UX design projects, driving development of internal platform that fosters growth for student startup ventures.
- Conducted data analysis for reporting framework, providing comprehensive insights for strategic decision-making.

### ERNST AND YOUNG

Summer 2022

#### Organizational Transformation and Change Management Intern

- Directed organizational workforce planning and change management implementations.
- Assessed opportunities and risks for \$100M+ merger and acquisition project.
- Developed capital consulting skills through relationships with colleagues and clients.

### QUICKEN LOANS

Summer 2021

#### Product Strategy, Development, and Management Intern

- Expanded Rock Central's UX/UI sector within the FOC Backbone Technology Team, integrating features that resulted in a 30% engagement increase on internal websites.
- Enacted intricate plans spanning team backlogs with a daily prioritization of 10 product features across 4 projects.

### QUICKEN LOANS

Summer 2020

#### User Experience Design Strategist Intern

- Liaised with 45+ companies, translating client needs into roadmaps.
- Analyzed 20+ websites and data analytics, resulting in the consolidation of 16 sites.
- Developed employee exposure risk optimization technology and internal security program for COVID reentry as part of the Pandemic Response Team.

## LEADERSHIP THROUGH RUNNING

### NORTHWESTERN VARSITY CROSS COUNTRY

August 2019 - October 2020

#### Team Member

- Recruited to Northwestern's Big Ten program after success in high school: 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.

### KINGSWOOD FUN RUN

August 2010 - August 2019

#### Founder

- Started and maintained a fun run for 10 years to benefit the Atlanta Humane Society.
- Raised over \$100,000; organized and marketed the run; and solicited sponsors, coordinated volunteers, vendors, and news coverage.

## PROFICIENCIES

Computer: Figma, Adobe, SketchUp, Microsoft Suite, WordPress, Languages (R, Python, Java)

Industry Knowledge: Business and Product Development, Capital Raising, Market Analysis, Social and Digital Media, Information Architecture, Sales Strategy and Execution

## INTERESTS

Music Producer and DJ (Published Artist on All Platforms), President and Owner of HHDesigns LLC., Center for Humane Technology Advocate, Certified Yoga Teacher, Philosophy Enthusiast, Skier, Triathlete