

Haley Madigan

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Product Designer focused on crafting scalable end-to-end systems.
Can't resist a good challenge and a blank canvas.
Never not learning.

Experience

Meta (Facebook) Product Designer

Aug 2017 - Present • Menlo Park, CA, USA

Developed vision and MVP for Meta Business Suite, now used by 32M+ professionals across iOS, Android, and desktop. Empowered 20+ teams to build for diverse audiences by creating modular frameworks for IA, navigation, home, and personalization.

Defined goals, strategy, and roadmap as co-founder of new team. Built journey maps, visual sitemaps, and service blueprints to uncover opportunities by connecting data, research, and UX.

Led redesign of Facebook Pages, driving an additional 10.4M daily interactions between people and businesses

Strengthened cross-org collaboration and design culture, launching 300+ member design community and weekly studio time. Mentored 10+ designers, managed an intern, and contributed to recruiting/hiring.

USC Annenberg Innovation Lab Design & Research

May 2014 - May 2017 • Los Angeles, CA, USA

Developed refreshed website, branding, and newsletter to reach audience and potential sponsors to fund research. Designed tool to train AI to categorize 1000s of social media posts. Conducted 24+ interviews and wrote surveys for fandom research.

Kleiner Perkins <> Area 1 Security Design Fellow

May 2016 - Aug 2016 • San Francisco, CA, USA

Designed flexible onboarding and settings configuration for anti-phishing product targeting enterprise and SMB customers.

Disney/ABC Design Intern

May 2015 - Aug 2015 • Burbank, CA, USA

Created internal toolkit/style guide to improve presentation quality.

Education

University of Southern California

Los Angeles, CA, USA

BA, Media Arts + Practice, May 2017

Magna Cum Laude

Skills

Superpowers Systems thinking, growth mindset

Hard Skills Interaction design, visual design, product sense and strategy, information architecture, journey mapping, prototyping, research, A/B testing

Soft Skills Leadership, mentorship, communication/storytelling, collaboration, proactivity & drive

Core Tools Figma, Origami, Adobe Creative Suite, Google Drive (Docs, Sheets, Slides)

Languages English (native), Spanish (elementary)

Achievements

Kleiner Perkins Design Fellow

National Merit Scholar

USC Presidential Scholar

International Baccalaureate Diploma