

Haley Zimmerman

(414) 336-8711

Hi, My name is Haley, I am a UX Designer! With previous experience in the dental field, I help B2C companies by prototyping and creating designs that bring smiles to our users.

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PROJECTS

Alltrails — *From confusion to clarity: Enhancing alltrails account pages*

- Redesigned the accounts page within the style guide adding in a subscriptions and billing page leading to users being able to manage their accounts 100% of the time.
- Changing the location of the account settings information allowed the users to find it 100% of the time and 3x faster
- Moving my maps to lists allowed the users to navigate the website 2x faster. Updating the socials allowed the users to be able to connect their current socials.

Amazon Kindle — *A New Reading Experience: Reading Statistics On The Kindle!*

- Adding a statistics page led to 75% more people saying that they would be interested in buying the Kindle
- Adding a deeper level to the options of the statistics led to 100% more people enjoying the page

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SKILLS

UI Design

Prototyping low-fi - high- fi mockups

Wireframing

Figma

EXPERIENCE

Ottawa Dental Lab, Greendale WI — *Dental Technician*

June 2020 - PRESENT

- Collaborated with coworkers to troubleshoot ideas for remake cases. Reiterated scanning of models and possible designs of implant crowns.
- Created solutions for cases that needed rescanning within the limits of the scanner
- Communicated any issues with a case and pivoted processes and adapted to what is needed to get the case moving forward

EDUCATION

Kickass Ux, Online — *UX Certificate*

Nov 2024 - June 2025

UW Parkside, Kenosha — *B.A. in Arts: Graphic Design*

Sept 2016 - Dec 2019