

Haley Roach

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PROFESSIONAL EXPERIENCE

Legal Squirrel

Sep 2026 - Present

UX Designer

- Lead UX/UI design and user research with legal professionals, translating complex case-management workflows into clear, accessible product experiences.
- Design end-to-end workflows for core features including Intake Manager, fillable smart forms, Client Story Builder, and a split-screen drafting workspace.
- Create wireframes, interaction patterns, prototypes, and reusable components while balancing user needs, technical requirements, and business goals.
- Partner across product and marketing to maintain cohesive experiences across the Legal Squirrel platform and supporting digital touchpoints.

Onepak Inc.

Jul 2023 - Sep 2026

UX Designer & Researcher

- Designed and shipped user-centered experiences for a complex reverse-logistics platform in close collaboration with product managers, engineers, designers, and executive leadership.
- Led research and usability testing across 25+ product features, translating qualitative and quantitative findings into product improvements before release.
- Took features from requirements through wireframes, prototypes, usability validation, refinement, and engineering handoff.
- Used Figma Make and AI prompting to rapidly explore product concepts using Onepak's existing brand and component library, including new workflows extending the platform's functionality.
- Contributed to reusable interaction patterns and design-system consistency while solving complex workflows across multiple product surfaces.
- Presented research-backed design rationale to stakeholders and used findings to guide product priorities and design decisions.

AnaKatarina Fine Jewelry

Nov 2021 - Dec 2021

Product Designer

- Designed and prototyped jewelry concepts using CAD, balancing user preferences, manufacturing constraints, sustainable materials, and visual craft.
- Researched market trends and customer needs to inform design direction and presented concepts and rationale to stakeholders.

UXCTRL

Sep 2019 - Jun 2021

UX Design Intern

- Created wireframes, mockups, and interactive prototypes, iterating on concepts using research findings and stakeholder feedback.
- Participated in design critiques and provided feedback focused on usability, interaction patterns, and visual quality.

PRODUCT DESIGN SKILLS

Design: Figma · Figma Make · Interaction Design · Wireframing · Prototyping · UI Design · Design Systems

Research: Usability Testing · User Research · Qualitative & Quantitative Analysis · Accessibility

AI & Tools: Claude · Gemini · NotebookLM · Adobe XD · Sketch · Axure RP

CERTIFICATIONS

Advanced Figma — Designlab (Apr 2025)

User Experience Design — Cornell University / eCornell (Aug 2024)

Human-Computer Interaction for UX Design — MIT xPRO (May 2024)

EDUCATION

Massachusetts College of Art and Design

BFA in Industrial Design | Minor in Sustainability May 2023

Massachusetts Institute of Technology (MIT)

AgeLab (Cross-registered) | Aging in place May 2023