

HALEY JOHNSTON

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Product Designer | Twilio

November '24 - Present

Leading end-to-end product strategy and design for Twilio's Journey Integrations platform, enabling enterprise-scale customer data unification and personalization. Key designer on Journeys V2 initiative, currently serving 14 Fortune 500 customers with 25 active journey campaigns. Driving product decisions through weekly user research while designing core platform features including exit rules.

Head of Product Design | Drippi

November '23 - June '24

Led product strategy and design from seed stage through successful acquisition, driving key initiatives including platform redesign, monetization strategy, and O-1 product development. Achieved 3% conversion rate on first paywall implementation across web and mobile platforms.

Developed and launched three revenue-generating products including a Rate Card tool that achieved 6.2k user completions, demonstrating strong product-market fit. Product suite also included creator net worth, an invoicing tool, and tax calculator, all developed based on comprehensive user research with power users.

Product Designer | Scaler

October '22 - November '23

Joined Scaler at seed stage as the 10th employee and first full-time product hire. Designed and implemented company's first comprehensive design system, establishing scalable foundation for rapid product development with distributed engineering teams in Amsterdam and Banja Luka. Conducted extensive user research to optimize data visualization features and incorporate machine learning for complex sustainability metrics.

Drove product strategy resulting in \$800K ARR through development of custom survey tool for sustainability reporting, deployed across multiple international markets. Led end-to-end product development of the tool, enabling automated data collection across thousands of data points and integration for property portfolio management.

Product Lead, New Products | Rhino

June '21 - October '22

Built and launched Stampede, a comprehensive B2B2C lease application platform, from concept to market. Integrated complex technical solutions into the platform including Plaid for income verification, Stripe for payments, and CRS for third-party screening services.

Independently drove product success metrics: 300+ landlord applications, 200+ tenant submissions, 72 successful vacancy fills. Led cross-functional team of 4 engineers, managing full product lifecycle including feature development, user research, and support. Designed and launched 6 major features based on user feedback and market analysis.

PRE-PRODUCT EXPERIENCE

Senior Operations Associate | Rhino

August '20 - June '21

Joined at Series A and developed partner education strategy for B2B2C platform. Built custom Tableau dashboards, data reporting systems, and monthly newsletters for enterprise partners managing 1M+ rental units. Led enterprise integration architecture workshops, breaking down complex partnership ecosystem (owners, property managers, brokers) to accelerate employee onboarding. Built and maintained internal documentation to scale knowledge sharing across rapidly growing team.

Customer Success Manager | Adobe

August '18 - August '20

Managed \$2M ARR portfolio of enterprise clients including PayPal, E*TRADE and BNY Mellon, conducting strategic QBRs with C-suite executives. Developed and executed user growth strategy resulting in \$360K ARR expansion through deep analysis of user behavior patterns.

EDUCATION

The University of Texas at Austin
B.S. Advertising, Media & Analytics
May 2018

SKILLS

UX Research / User Testing
Wireframing / Prototyping
Design Systems / Micro-animations
UX Writing / Information Architecture
SQL / Tableau
Product Management & Strategy
Go-To-Market Strategy
Stakeholder Management

TOOLS

Figma / Adobe CC
Rive / Spline
JIRA / Linear
PostHog / Mixpanel / Fullstory
SurveyMonkey / SurveySparrow
Wordpress / Squarespace / Wix
Iterable / Mailchimp

DESIGN COURSES

Graphic Design I (Pratt)
Intro to Typography (Pratt)
Design Thinking Foundations (IDEO)
Editorial Design (SVA)
Brand Identity (SVA)
Typography and Identity (SVA)

VOLUNTEERING

BUILT BY GIRLS, Tech Advisor
2019 - 2021

LANGUAGES

English: Native
French: B1