

HAILEY NEVINS

Director of Product Design

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Design leader with 19+ years in product design and a track record of leading design organizations through AI-era transformation. Currently building a design-quality evaluation system at MongoDB that codifies design judgment into automated evals, so craft is enforced at generation time. Led the decision to replace a legacy design system with an AI-native platform and delivered it. Deep experience across technical and enterprise products: cloud infrastructure, developer tooling, and enterprise SaaS. Known for building strong leadership benches and high-trust team cultures, and making design a strategic, commercially relevant function.

EXPERIENCE

MongoDB | Director, UX Foundations (Director, Design Systems through Mar 2025) Dec 2024 – Present

Lead a 12-person design, engineering, and program org (peak 19) that owns MongoDB's design system, design platform, and design quality across the product portfolio.

- **Design quality as infrastructure:** building a design-quality eval system that encodes the design team's judgment, so quality is enforced when designs are generated rather than caught in review. Deterministic checks for accessibility, responsiveness, and correct component use ship in the design system today, with AI-based reviewers next; designed a governance cadence where new evals graduate into the system every six weeks, matching the release cycle.
- **AI-native design system:** made the call to replace the legacy design system with Via, built on React Aria; the team delivered the entire core component library in 5 months. Released an early canary build so teams could use it during a company-wide AI hackathon, and Via is now in public preview with product teams adopting ahead of GA, some migrating on their own.
- **Large-scale migration buy-in:** converted skeptical engineering directors by offering to run their migrations for them, which also embedded my team in product codebases to implement best practices.
- **AI assistant experience:** led the design of MongoDB's unified AI assistant experience, including the interaction patterns and the Via Chat Library of generative UI components rendered in conversation.
- **AI transformation of my own org:** instituted protected AI practice time for three months. My team was the only org with 100% participation in the company-wide AI hackathon week. Every six weeks we convert repeated tasks into reusable skills and automation, including an agentic pipeline that drafts and reviews component documentation.
- **Leadership development:** hired proven design and engineering leads through a period of leadership turnover, measurably improving psychological safety on the affected teams, and sponsored four promotion cases across the org.
- **Learning and documentation experiences (2025–2026):** directed the design team behind MongoDB Skills and education surfaces. My org designed the learning experience used by 200K+ learners who have earned 500K+ badges, the in-product surfaces that suggest skills in context, and a documentation navigation redesign serving 800K monthly users that helped lift docs feedback more than 10x.

Vendia | Director of Design (Head of Design through Jul 2023) Aug 2021 – Dec 2024

B2B SaaS for real-time, governed data sharing between enterprises. Led design across product and marketing, evolving a blended agency and in-house org into a lean senior in-house team.

- **Customer-driven product redesign:** redesigned the product around customer use cases, translating Delta Air Lines' stated needs into a segmented experience while keeping it industry-agnostic. It went live mid-negotiation and helped the team close Vendia's largest contract. Presented the redesign to the board; a five-year investor said it was the first time he fully understood the product.
- **Applied AI product design:** designed a component-driven generative chat experience, then scoped it down to a text-based LLM assistant my team could ship, released to early access (customers used it to navigate data, troubleshoot, audit, and set confidence thresholds). The generative pattern was later realized in MongoDB's Via Chat Library.
- **Enterprise governance UX:** designed RBAC and fine-grained access controls, masking rules, per-partner permission matrices, and human-readable audit trails for IT administrators.
- **Design system as force multiplier:** designed the system (50+ components, 19 templates) that let a lean senior team ship 19 features across my tenure. Solution architects used it to build working demos that surfaced prospect needs, and my marketing designers created the templates and architecture diagrams at the heart of the sales decks.

Oracle | Senior Lead UX Designer, HCM Cloud Jul 2019 – Aug 2021

- Led a 3-designer workstream re-evaluating Time and Labor, backed by 100+ hours of customer research I moderated across internal and external participants.

- Partnered with Oracle's research team to build a self-serve research program that taught designers across the org to run their own studies, and when to bring in a researcher.
- Research revealed the real blocker was timecard load time, not missing AI features. Ran 30 validation sessions that overturned the internal 'customer misconfiguration' assumption; product reprioritized the infrastructure fix on a customer-validated multi-year roadmap.
- Took Emobutton, a component that captures user sentiment in the same click that submits a form, from an early prototype with accessibility issues to production, and built the dashboard that let product teams act on its data. The component remains in Oracle's Redwood component library today.

Amazon Web Services | Lead UX Designer, Route 53 and Edge Services Apr 2018 – Jul 2019

- Sole designer for three re:Invent 2018 launches in the same week (Global Accelerator, Cloud Map, Route 53 Resolver), designing for IT and network operators across three product and engineering teams.
- Personally mined seven years of Route 53 trouble tickets; the audit showed a console redesign would resolve 86% of unresolved customer feedback. The GM wrote the plan into AWS's annual planning docs (OP1/OP2), winning funding for a 5-engineer console team he had sought for 5 years. Redesigned the console end to end; Hosted Zones shipped as designed in early 2020.
- Designed Global Accelerator from PRFAQ to launch. Follow-up research I ran showed my own first concept would not scale at real customer volumes, so I killed it and redesigned before launch; independent industry coverage later praised the shipped experience's usability.

EARLIER EXPERIENCE

- **All Star Directories, Lead UX Designer (2017–2018):** led design of Attain, a 0→1 mobile app launched to app stores in under 8 months; established the company's first user research practice; mapped user flows across nine lead-gen sites into the company's first complete cross-site funnel view.
- **Royal Cause, Co-Founder and Creative Director (2013–2017):** built and led a 12-person design, research, and marketing team for a civic-tech platform; hand-coded the front end; shipped 3 native apps, 4 web portals, and 3 responsive sites.
- **Recursive Thinking, Co-Founder and Mentor (2015–Present):** mentored more than 30 designers and 100+ tech professionals through a community I co-founded; most landed jobs in tech, including eight at AWS.
- **HDSkelcher Productions, Freelance Product Designer (2007–2016):** websites, mobile apps, and branding for small businesses and startups, including early product design for an ML startup that was later acquired.

FOCUS AREAS

AI-native design and generative UI • design-quality evals and craft systems • design systems and design ops • large-scale design transformation • content-rich systems and information architecture • enterprise and governance UX • org design and manager development • research-driven strategy

EDUCATION

Bachelor of Arts, Film and Video Studies – Central Washington University