

Kai Haley

A proven Product and Design Leader who builds and leads global multidisciplinary, high-performing teams on strategic initiatives from concept to launch driving measurable business impact. Passionate about empowering people and organizations with human-centered design and design thinking methodologies to create more meaningful products that improve people's lives and the world.

PROFESSIONAL EXPERIENCE

VP of Design and Research at Alto Pharmacy (02/2023-present)

- Lead Design & Research team to deliver the full suite of products and services for Patients, Providers and Pharmacists
- Spearheaded an improved Customer Support experience leveraging AI Chatbot and LLM case classification to increase efficiency in agent hand off and reduction of handle times
- Increased Pharmacist productivity and reduced Data Check handle times by 25% through UX improvements to prescription processing workflows and the development of AI Pharmacist capabilities
- Implemented a Usability Testing and benchmarking program, increased task success of the top 10 Critical User Journeys across the App by 25%
- Launched redesign of the Medication Management experience which drove a 10% reduction in Support cases, increasing the ability to search, re-order and manage prescriptions for multiple family members.
- Increased collaboration and efficiency through a restructuring of the org to create clearer ownership lines to improve the Patient Experience
- Drove pathfinding research to identify and define a growth strategy and new lines of business

Director of Product Design for Growth & International at Coinbase (09/2021-01/01/2023)

- Built the International Design & Research team from zero to a fully staffed team of 10 across EMEA, APAC, & LATAM including Product Design, User Research, Visual Design and Content Design
- Set design strategy, Home/Away operational models, established product quality measurement program including CUJ tracking for onboarding and payment methods
- Launched critical new markets: India, Australia, Japan and Wallet in SE Asia increasing overall Intl MTU's by 20%
- Launched CoinbaseOne subscription service, doubling Beta user base and increasing trading volumes by 300+%, increasing ARPU by 30% in the first 3 months.
- Revamped the Coinbase Tax Center with a integrated partnership with TurboTax to make filing taxes simpler and faster

Head of UX Methods & Practice at Google (04/2020 - 09/2021)

- Established a new UX Methods & Practice pillar as a centralized team to support Google's 4,000 person UX community with best in class approaches to innovation and collaboration
- Drove org transition to all remote collaboration over 6 month period, onboarding new collaboration tools and enabling 70% of teams to deliver remote Design Sprints
- Drove strategic roadmaps for delivering content and learning platforms to empower UX teams to deliver product impact
- Delivered 11 new toolkits for the Future of Collaboration building new knowledge for remote facilitation

Head of Google Design Relations (11/2015 - 04/2020)

- Founded and built the Design Relations team, setting vision, strategy, stakeholder alignment, developing partner relationships and growing the team by 80% over 4 years
- Built, led and mentored a team of Design Advocates, Developer Advocates, and Program Managers with capabilities that span the full scope of Google Technologies
- Grew the service offering from two product areas Android and Web Design Advocacy to cover Machine Learning and Human-Centered AI, Immersive Design for Daydream, and Conversation Design for Assistant.
- Drove launches on Google's platforms for top partners including Airbnb, Comcast, CBS, 3M, Memrise, StubHub, Raise.me, REI, Rosetta Stone
- Grew Google's standing in the Design Community resulting in Google receiving the [AIGA Corporate Leadership Award for 2018](#) and [Fast Company's Design Company of the Year Award](#).
- Built a global community of Design Thinking and Design Sprint facilitators through a Sprint Conference, Design Sprint Kit and the Global Chapters program. (Slack channel of 400+ Design Leaders and 15 new chapters).

Lead of Google Sprint Leadership Academy (04/2014 - 09/2021)

- Lead a team of high level UX Designers and Researchers to create the curriculum, resources and operations for the internal training program
- Gained funding, managed all operations and scaled the training program from 4 US only based trainings to delivering 14 trainings a year globally, and 500 new Sprint Facilitators annually, recruiting mentors to deliver over 100 Office Hours across all of Google Product Areas
- Established a program with Google.org to support high impact sprints including AfriScout, Tangerine Tudor, Planned Parenthood, MiracleFeet, DoctorsWithoutBorders
- Collaborated with Google for Education to train 100 California Unified School District Administrators in the Design Sprint Methodology to Improve to application of technology in the California Schools

Design Manager - Search Ad Formats (06/2012 - 11/2015)

- Established the strategy and vision for a New Verticals Innovation project to unlock new revenue channels for Search Ads, launched multiple new formats for the Broadband vertical with a 24% increase in CTR over standard text ads
- Drove strategy, task and query analysis, revenue model generation and foundational experiments for verticals including Car Rentals, Legal Services, and Real Estate
- Created the flagship AdSense for Search Shopping experience off-network, which unlocked \$54M in new revenue in 2014 and doubled YoY
- Lead foundational research and strategy to create an entirely new Design System for App Promotion on Search increasing revenue for the full portfolio of App Install products by 200%
- Increased productivity for a cross-functional team of eng, prod, UX & UXR through targeted collaboration sessions and experiment generation
- Built a culture of innovation across the Ads and Commerce Team by leading org wide annual Sprint Weeks for 3 years.

PREVIOUS POSITIONS

Staff Designer - Google AdMob Mobile Advertising (06/2011 - 06/2012)

Senior Visual Designer - Yahoo! Front Page Advertising (07/2004 - 06/2011)

Senior Art Director Applied Biosystems (11/2002 - 02/2004)

Founder Partner - Ideograf Creative Services (09/1995 - 01/2000)

- Co-founded an award-winning communication design studio, focused on brand development, corporate identity, collateral and website design.
- Managed all business and design operations for a 5 person design studio.
- Developed all business leads and generated large annual accounts.
- Clients: Virgin, Wells Fargo, Microsoft, Charles Schwab, Critical Path, Ethos Consulting, JobScience, Livemind, Marino Associates, More.com, Playing 2 Win, Quokka Sports, SOMA Magazine, 4charity.com.

EXPERTISE & SKILLS

Thought Leadership

Design Strategy

Design Management

User Experience Design

User Research

Hiring

Human-Centered Design

Design Sprints

Facilitation

Rapid Prototyping

People Development & Training

Written & Oral Communications

AWARDS

Creating Killer Web Sites 2

Elements of Web Design

Print's Digital Design Annual

Printed Matter: Bound for

Glory.

IMG SRC 100 (Japan)

ADVISORY POSITIONS

Children's Creativity Museum - <https://creativity.org/>

Advisory Board of Design Thinking for Business (dt4b): www.dt4b.polimi.it

[Uizard](#) : AI tools for generating code based prototypes from sketches

SPEAKING ENGAGEMENTS

[Design Thinking Virtual Experience 2021](#)

iToday Summit 2020 - [Future Ready Cross-functional Teams](#)

I/O 2019 - [Prototyping Voice Experiences: Design Sprints for the Google Assistant](#)

ConveyUX 2018 - [The Power of Design Sprints Drive Ethical Product Design](#)

CHI 2017: Tweaking Design Thinking for Strategic and Tactical Impact Panel Discussion

I/O 2017 - [Panel Discussion on Design Sprints](#)

Product Tank 2017 - [Typology of Design Sprints](#)

TakeOver Innovation Toronto 2017 - 3 Stories of Acceleration

I/O 2016 - [Flexing Design Sprints for Success](#)

Fluxible 2016 - Typology of Design Sprints

Design Thinking in Action Asia 2016 - Building a Culture of Innovation

PODCASTS

[Reaching Alignment at Scale](#) - People of Product Podcast

[Mastering Design Sprints](#)

[The Conversation Factory podcast](#)

[TechDone Right Podcast](#)