

Haley Mitchell

+1 408-314-6537 | haleymitchellrose@gmail.com | www.haleyrosemitchell.com

Summary

Product designer with 6+ years of experience creating interactive digital experiences across product, marketing, and web platforms. I specialize in designing scalable digital ecosystems that blend UX architecture, design systems, motion design, and visual storytelling. My work focuses on transforming complex workflows and static content into intuitive, engaging experiences through responsive design, interactive flows, and system-driven components that improve usability, engagement, and product clarity.

Education

Cogswell Polytechnical College - San Jose, CA

2018

Bachelor of Arts in Digital Arts & Animation

PIXAR Studios (Animation Collaborative) - Emeryville, CA

- 12-week masterclass with Senior Storyboard Artist Austin Madison
- 12-week masterclass with Senior Concept Artist Albert Lozano

Tools: Figma · FigJam · Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, Adobe XD)

Core Skills: UX / UI Design · Interactive Experience Design · Design Systems · Responsive Template Design · UX Wireframing · User Journey Mapping · Interactive Prototyping · Digital Content Design · Motion Design · Visual Storytelling · Systems Thinking · Rapid Iteration · Cross-functional Collaboration

Experience

TIBCO Software / Cloud Software Group, Santa Clara, CA

2019 - 2025

Product Designer – Interactive Experiences, Digital Content & Motion Graphics

- Designed interactive digital experiences across product marketing, web platforms, and product education initiatives, transforming complex technical information into engaging and accessible visual narratives.
- Collaborated with product managers, engineers, marketers, and designers to concept, wireframe, and prototype digital-first experiences that improved usability, product understanding, and engagement.
- Created scalable and responsive UI components within shared Figma design systems, supporting consistent design patterns across multiple enterprise cloud products and marketing platforms.
- Produced motion graphics and animated assets across brand and product experiences, including logo animations, social media content, product demos, live event visuals, and UX/UI micro-interactions that enhanced storytelling, usability, and engagement.
- Translated complex technical workflows and product documentation into clear visual experiences that helped users understand features, product capabilities, and platform architecture.
- Iterated rapidly on design concepts within fast-paced product and marketing environments while maintaining high standards for usability, visual quality, and interaction design.
- Contributed to the evolution of design systems by identifying reusable components, improving visual consistency, and supporting scalable product design workflows across teams.

TIBCO Software, Palo Alto, CA

2018 - 2019

UX Visual Designer Intern

- Supported product and UX teams in wireframing and prototyping interface improvements across enterprise software tools.
- Assisted in usability testing and analysis of user feedback to inform interface design decisions and improve product workflows.
- Collaborated with cross-functional teams to deliver production-ready interface designs aligned with product and user experience goals.