

# ARIEL HANEY

Oakland-based experienced product designer  
with an empathetic data-driven approach

## EDUCATION

UC Berkeley  
MIMS, iSchool

Amherst College  
BA, Fine Arts

## SKILLS

UX/UI Design  
Sketch  
Product Strategy  
Usability/UX Research  
Visual design  
Prototyping  
Animation  
Management

## INTERESTS

Animation  
Security & Privacy  
Ceramics  
Yoga  
Surfing

## AWARDS

SOUPS, Impact Award  
SOUPS, Best Paper Award  
Microsoft, Gold Star  
NCAA All American, Track

## CONTACT

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## PROFESSIONAL EXPERIENCE

Location Labs by Avast, 2012 - present  
Principal Product Designer

Led product design, research and strategy for parental controls platform on mobile and web.

Managed multiple client engagements including Verizon, AT&T, Vodafone, and VEON. Responsibilities included developing initial pitch, managing ongoing relationships and final product delivery.

Designed products that generated over \$50 million in annual recurring revenue and are used by over 2.5 million MAUs.

Oversaw eight-member geographically-distributed design team, including members in the United States and contractors in Slovakia. Hired domestic designers and contracted with an international design agency to manage costs.

Principle designer on winning IoT product pitch; product currently in development by an 80+ person engineering team for tentative launch in early 2019.

Microsoft, 2006 - 2010  
Technical Account Manager

Managed ad campaigns totaling \$85 million for Financial and Telecom Fortune 500 Companies.

Planned and executed mobile campaigns representing nearly 50% of the US mobile ad market.