

Hayden Salem

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SUMMARY

Lead Product Designer with 8+ years designing complex B2B platforms across fleet management, AI SaaS, fintech, and connected hardware. Most recently owned end-to-end design for a multi-sided platform serving three distinct user roles at Reviver (\$129M raised, OEM partnerships with Ford and Sony Honda Mobility), where subscription UX I designed supports \$2.0M in recurring revenue.

EXPERIENCE

Lead Product Designer

Reviver • Granite Bay, CA • Jul 2023 – Present

Global leader in digital license plates (\$129M raised, 75K+ deployed). OEM partnerships with Ford and Sony Honda Mobility (AFEELA).

- Architected a platform redesign across 3 user roles (fleet managers, dealers, enterprise partners) on one multi-sided system, grounded in qualitative research sessions with each segment; the resulting design system became the foundation for 20+ enterprise account rollouts
- Designed subscription and payment UX with Stripe-integrated flows for iOS and Android, supporting \$2.0M in recurring subscription revenue
- Refined onboarding and renewal flows through iterative usability testing and jobs-to-be-done framing, reducing friction and improving subscriber retention
- Built and maintained a unified design system spanning AI-driven features and core UI components across web and mobile, using component-based handoffs with engineering in Agile sprints to improve delivery speed
- Applied AI tools (Claude, Figma AI) to accelerate upfront research synthesis, rapid concept exploration, and simulated user perspectives, then invested craft skills in fewer, higher-quality high-fidelity iterations

Senior UX/UI Designer

Mayan • Remote • Oct 2021 – Jul 2023

Y Combinator W21 AI automation platform for Amazon sellers. \$7M raised, \$160M+ in total sales facilitated.

- Owned end-to-end product strategy and UX for the core platform, translating complex AI/ML capabilities into simplified, trustworthy user flows; reported directly to the CEO in a 14-person team
- Designed the ad-optimization dashboard that helped users achieve an average 28% increase in ROAS and 47% increase in ad sales within 90 days, built on iterative prototyping and usability testing with active Amazon sellers
- Built the self-serve interface that supported 5x active customer growth, transitioning users from high-touch onboarding to autonomous platform usage and enabling a product-led growth model ahead of Series A
- Led sign-up and onboarding redesign using jobs-to-be-done framing, improving conversion rate and reducing time-to-value for new sellers entering the platform
- Architected investor-facing design artifacts and interactive prototypes that directly supported the \$5M Series A led by Bright Pixel

Product Designer

2Leaf • Sacramento, CA • Jan 2020 – Oct 2021

Digital design studio serving local and regional businesses.

- Designed and shipped 10+ client websites and e-commerce applications, balancing conversion-driven UX with visual design execution across varied industries; often sole designer on engagement
- Facilitated stakeholder alignment workshops to define product scope, feature priorities, and prototyping direction for clients with competing internal requirements

UX/UI Designer

Hayden Consulting • Remote • May 2018 – Jan 2020

Independent design consultancy for early-stage startups.

- Built user personas and journey maps to validate product strategy before engineering investment, reducing rework in ambiguous startup environments

Product Designer

Catapult K12 • Roseville, CA • May 2017 – May 2018

EdTech startup building safety-critical emergency response software for K-12 schools.

- Designed a safety-critical emergency response product from 0 to 1; clear information architecture and intuitive flows contributed to a 40% improvement in crisis response times
- Increased CMS accessibility by 30% by applying WCAG 2.1 standards and refining workflows for users with varying technical proficiency

SKILLS

Design	Figma, Figma AI, AI-Assisted Design (Claude), End-to-End Product Design, Design Systems, Interaction Design, Rapid Prototyping, Mobile (iOS/Android), Visual Design
Research	Qualitative Research, Usability Testing, Jobs-to-Be-Done, Information Architecture, Design Thinking, A/B Testing
Strategy	Product Strategy, Cross-Functional Leadership, Stripe Integration, Accessibility (WCAG 2.1), Agile/Scrum, Design-to-Dev Handoff

COMMUNITY

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- Capitol Creative Alliance, Sacramento — Led design research for a union of four local creative groups, organizing and facilitating public research events on behalf of the alliance

EDUCATION

Bachelor of Science, Information Systems and Technologies — Kadir Has University