

Contact

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Education

UX Immersive
General Assembly
2015

B.A. Cognitive Science
University of Virginia
2015

Areas of Focus

- Product Strategy
- AI Product Design
- Workflow Design
- Service Design
- Retail Format Design
- Systems Design
- Enterprise SaaS
- Product Management
- UX Research
- Design Systems
- Executive Leadership

About

Product design leader with 10+ years of experience designing the systems behind everyday experiences. I specialize in designing products and services that simplify complex operational workflows, connecting physical and digital experiences across AI, enterprise SaaS, retail, and service design. Experienced building design organizations, shaping product strategy, leading multidisciplinary teams, and partnering with executive leadership to define vision, drive roadmaps, and deliver measurable business outcomes.

Selected Impact

70% reduction <i>in food waste per location</i> via Topanga's AI-powered production platform.	Topanga StreamLine
2M+ pounds <i>of operational production data</i> captured in commercial kitchens.	Topanga StreamLine
7M+ single-use <i>containers diverted from landfill</i> through reusable container systems.	Topanga ReusePass
4 new restaurant formats <i>designed to help scale</i> ahead of IPO.	sweetgreen
53→7 minute <i>retail upgrade experience</i> through new self-serve Express Store format.	Verizon

Experience

Head of Design & Experience <i>at Topanga</i>	2022-Present
Joined as VP of Design to establish the company's first product design function, later transitioning to Head of Design as the organization evolved and scaled. - Built Topanga's product design organization and established product management practices - Designed AI-powered production platform that reduced food waste by 70% per location - Defined recommendation framework powering AI forecasting across production workflows - Led product strategy across AI, enterprise SaaS, hardware, and reusable packaging platforms - Designed scalable AI workflows, design systems, and operational tooling adopted across products	
Experience Designer <i>at Apple</i>	2021-2022
Designed future omnichannel retail concepts connecting Apple's digital ecosystem with physical stores through service design and emerging technologies. - Led concept development for next-generation retail experiences. - Defined connected customer journeys spanning Apple.com, the Apple Store app, and physical retail. - Facilitated cross-functional workshops that aligned product, retail, and technology teams around future customer experiences.	
Senior Product Designer <i>at sweetgreen</i>	2020-2021
Designed the service systems and digital experiences behind sweetgreen's next-generation restaurant concepts. - Defined the service and operational models for new restaurant formats. - Led the experience strategy for sweetgreen's first vehicular restaurant concept. - Redesigned sweetgreen's Hot Prep Tool, helping reduce food waste and save over \$700K annually.	
Experience Design Director <i>at AKQA</i>	2016-2020
Promoted from Experience Designer to Experience Design Director over four years. - Led experience design for Verizon, Neiman Marcus, AARP, and USPS. - Designed Verizon's Express Store experience, reducing upgrade time from 53 minutes to 7 minutes. - Designed customer- and employee-facing retail tools including Express Store, Endless Aisle, and Point of Sale experiences. - Redesigned Verizon's Point of Sale experience, helping save nearly \$17M annually on staffing.	