

Haley MacLeod

UX Research Leader

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📍 Redwood City, CA

Professional Research Experience

Wealthfront (2021 – Present)

Senior Staff User Researcher (2023 – Present)

Staff User Researcher (2021 – 2023)

- **Defined strategy for a new charitable giving product area**, leading foundational discovery (industry research, client studies, partnership evaluation) to define target audiences, inform build-vs-partner and MVP scope decisions, and deprioritize lower-value initiatives.
- **Directed a large (80+ interviews) life-stage research program**, producing a client framework that continues to inform roadmap and audience decisions, socialized through workshops, galleries, and zines.
- **Provided research support across multiple product lines** (Stock Investing, Joint Cash, Securities Lending, Coworker Referrals), guiding design decisions, audience strategy, and post-launch iteration through a combination of direct research and advising on PM-led research.
- **Scaled core research systems**, including developing project planning templates, authoring hiring interview guides, in-product survey infrastructure, and experiment evaluation frameworks.

Facebook (now Meta) (2017 – 2021)

Research Manager (2021)

Lead UX Researcher (2020)

UX Researcher (2018 – 2020)

UX Research Contingent Worker (2017 – 2018)

- **Led and scaled a team of 7 UX researchers**, driving roadmap prioritization, and elevating research quality through individual coaching and team workshops.
- **Defined the profile team's strategy across owned products using client segmentations and journey maps**. Aligned cross-functional leaders on how the suite of products worked together to address the needs of different client archetypes, informing roadmap priorities and enabling a shared design system for partner teams.
- **Led global research across numerous countries**, shaping core product decisions for a number of identity/profile products (Dating, Meet New Friends, Music & Hobbies, Pseudonyms) ensuring user-centered designs across a variety of cultural contexts.
- **Built a network of researchers working on identity expression** (e.g., Profiles, Groups, Marketplace, Dating, Pages) by hosting conferences, moderating workplace groups, and arranging guest speakers. Aligned insights across teams to drive cohesive identity strategy.
- **Scaled UXR talent development and hiring programs**, as Intern Director (mentoring intern managers, leading intern performance calibrations), training interviewers, and teaching "Making an Impact with Research" as a core component of UXR onboarding.

Education

PhD in Health Informatics

Indiana University

Bloomington, Indiana

Dissertation: Investigating Social Support in Rare Disease and Common Chronic Illness Communities

MS in HCI

Indiana University

Bloomington, Indiana

Bachelor of Commerce

University of Calgary

Calgary, Alberta

Research Methods

Data collection: interviews, surveys, diary studies, co-design workshops, focus groups, concept testing, usability testing, message/preference testing

Data analysis: thematic analysis, inductive and deductive qualitative coding, descriptive and inferential statistics, user segmentations

Awards

Owner's Award (2022)

Wealthfront

Innovation Fellow Award (2022)

Indiana University Luddy School Alumni Office

Collaboration Award (2017)

Indiana University School of Informatics and Computing

Internships & Academic Research

- **Facebook**, Research Intern
- **Microsoft**, Research Intern
- **Xerox PARC**, Research Intern
- **Indiana University**, Research Assistant
- **University of Calgary**, Research Assistant