Israel Hale

SENIOR UX DESIGNER

+1 (619) 550-6307 • israel.hale@gmail.com • israelhale.com • linkedin.com/in/israelhale

SUMMARY

Senior UX Designer with 10+ years at the intersection of visual craft, systems thinking, and technical execution. Background in graphic design evolved into UX leadership across complex web and mobile products — with a focus on design systems, information architecture, accessibility, and engineering collaboration. At Apple, currently building an internal design documentation platform using AI to generate responsive, mobile-ready HTML/CSS/JavaScript prototypes from design files — committing directly to an enterprise GitHub repo and partnering with engineering to close the gap between design intent and implementation.

EXPERIENCE

APPLE – UX DESIGNER • CUPERTINO, CA • FEBRUARY 2022 – PRESENT

- Building an internal design documentation platform using AI (Claude) to generate interactive HTML/CSS/JavaScript prototypes — accurately reproduced from Sketch, fully responsive across desktop and mobile — committing directly to Apple's enterprise GitHub via pull requests and partnering with engineering to eliminate spec friction and accelerate implementation fidelity.

- Conducting a full inventory and audit of design elements across a critical global HR platform to establish component standards, improve consistency, and support an upcoming information architecture refresh serving employees across multiple roles, countries, and languages.

- Identified and solved a structural information architecture gap in policy page navigation by independently designing a filterable, discoverable navigation system — unsolicited and self-directed. Now the scalable framework across 1,255 pages on a platform receiving 4 million monthly visits, merging previously siloed content types into one system all content producers can maintain.

- Serve as design translator between engineers, content producers, and localization teams — externalizing complex decisions visually and establishing shared standards that give teams confidence to move forward.

- Participated in user interviews that identified key pain points, enabling design solutions that redirected users to self-service platforms and reduced HR phone service wait times by at least 30%.

- Created and maintained a responsive UI component library — designed to work across desktop and mobile — aligned with Apple's design and accessibility standards and delivered in 19 languages.

- Improved image management workflow for retina displays through templates, documentation, and team training — reducing production workload by 50%.

EXPERIENCE

WATCHTOWER – SENIOR UX DESIGNER • NY (REMOTE, VOLUNTEER) • MAY 2022 – PRESENT

- Proposed and secured alignment from 3 department leadership groups on a new exploratory file format that redefines the application's production scope — enabling designers to experiment and iterate before committing to final output. When shipped, this will eliminate manual document recreation across multiple international branches on a platform designed to scale to 1,000+ languages and dialects.

- Proposed and drove adoption of an infinite pasteboard canvas model over a conventional divided-pasteboard approach — a foundational architectural decision designed to keep the application flexible for interactive design use cases over the next two to three years. Resolved the core orientation challenge for users migrating from InDesign by designing a complementary system of contextual anchors — rulers, an origin indicator, and a page panel with section grouping — ensuring users never lose spatial context as they work.

- Leading full redesign of a legacy application using the double diamond process — balancing user needs, stakeholder priorities, and technical constraints from discovery through delivery.

- Collaborate with Product Specialists and Lead Developers to define scope, prevent feature creep, and deliver against MVP goals.

FREELANCE UX AND VISUAL DESIGNER • SAN DIEGO CA • JUNE 2009 – JANUARY 2022

- Delivered end-to-end UX and UI design for startups, including two mobile apps that launched post-beta.

- Directed branding, identity, and marketing collateral for clients across health, fintech, and food industries.

APPLE – GENIUS/PEOPLE OPS • SAN DIEGO, CA • OCTOBER 2014 – JANUARY 2022

- Delivered technical support and managed employee experience initiatives, onboarding programs and recognition events — including a 7-month internal rotation in Web Production managing global content updates and localization across Apple's web properties.

SKILLS

UX Strategy and Leadership • Information Architecture • Design Systems • Responsive and Mobile Design • Wireframing and Prototyping • User Research and Synthesis • Accessibility (WCAG) • Localization and Global Design • Agile Collaboration • Cross-functional Communication • Visual Design and Brand Systems • Project Management • Presentation and Stakeholder Facilitation

TOOLS

Figma • Sketch • Adobe Creative Cloud (Photoshop, Illustrator, InDesign) • HTML, CSS, and JavaScript • GitHub • Claude Code (AI-assisted prototyping) • Drupal CMS • Keynote • Wrike

EDUCATION

B.A. in Applied Arts and Sciences: Art • Cum Laude • Emphasis in Graphic Design • Distinction in Art • San Diego State University — June 2017