

ADDISON HAYES

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Education

Georgia Institute of Technology | Atlanta, GA

Dec 2027

Bachelor of Science in Literature, Media, and Design
Certificate in Marketing

TU Berlin | GT College of Computing Study Abroad Program

May - July 2025

Relevant Languages & Skills

Skills & Applications: Figma, Web Design, UX Research, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Affinity, Procreate, Notion, Copilot Studio, Microsoft 365 Copilot, Copilot CLI, GitHub Copilot via VS Code, Enterprise AI, Arduino, Soldering, Microsoft Office Suite

Languages: Spanish, Python, JavaScript, p5.js

Certifications: Social Media Marketing Certification, Azure Fundamentals (AZ-900), Azure AI Fundamentals (AI-900), Azure Data Fundamentals (DP-900)

Professional Experience

Worldwide L&D Experienship | Microsoft (via Nielsen Vaughan LL) | Redmond, WA

Jun. - Aug. 2026

- Led the strategy and delivery of an AI learning program, defining a scalable curriculum for AI agents and modern application development
- Created a Red/Yellow/Green prioritization framework to evaluate Microsoft APIs and developer documentation, identifying onboarding gaps and improvement opportunities
- Built and deployed a Microsoft Teams AI agent to validate technical feasibility and demonstrate agentic AI workflows
- Partnered with cross-functional stakeholders and pitched final recommendations directly to Microsoft's Corporate Vice President of Global Skilling and senior leadership

Marketing Intern | Ready Set Latch | Atlanta, GA

Apr. - May 2026

- Led the development of a strategic growth playbook for a nonprofit lactation support center, enabling expansion into two new regional locations on a zero-dollar budget
- Conducted field user research and stakeholder interviews, translating customer journey friction into partner-inclusive community initiatives
- Designed scalable operating processes, creating repeatable content and engagement workflows that minimized ongoing operational overhead
- Presented strategic recommendations and implementation roadmap to executive leadership, aligning growth initiatives with long-term organizational goals

Designer for Project JourneyJar | GT WebDev | Atlanta, GA

Jan. - May 2025

- Led product strategy and feature delivery for a social web app, prioritizing core user journeys for authentication, landing pages, profiles, and feeds
- Validated navigation architecture and interaction patterns through user testing, ensuring clear visual hierarchy and high accessibility standards
- Partnered with cross-functional developers to align on technical constraints, delivering production-ready design specifications and UI assets

Leadership and Community Involvement

Animal Wellness Committee Chair at GT MOVE | Atlanta, GA

Sept. 2025 - May 2026

- Led animal wellness service initiatives, coordinating volunteer events and building local shelter partnerships to drive community impact

Co-Founder & Director of Operations for Impulse | Atlanta, GA

Aug. 2026 - Present

- Co-founded an interdisciplinary design community, architecting operational workflows, university compliance structures, and centralized logistics for an 8-person founding executive board