HALEY ROWLAND

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PROFESSIONAL EXPERIENCE

KOKO – Senior Product Manager Apr 2025 – Sep 2025

Managed the public release of interactive micro-sessions for teen mental health intervention, building the triage, bug-tracking, and release systems to ready it for launch. Defined safety-critical branching behavior across 6+ micro-sessions in collaboration with Northwestern University researchers.

GOLDEN ASTER CREATIVE – Founder Nov 2023 – May 2024

Founded a consultancy helping small businesses use technology to meet their own goals, including online storefront launches and hybrid community programs.

MICROSOFT 2016 – 2022

Directed strategy and product development for enterprise and consumer software.

Microsoft Loop – Senior Product Manager May 2022 – Oct 2022

Launched Microsoft Loop, focusing on identity management scenarios, and coordinated across teams and disciplines to bring it to market.

Azure IoT Platform & Devices – Senior PM & Quality Initiative Lead Aug 2021 – May 2022

Led team-wide Quality Initiative, a multi-month effort across a ~400-person team to improve organizational efficacy. Synthesized survey results into focus areas, and organized and coached distributed volunteer teams to define their own charters and goals.

Azure IoT Central, Core UX – Senior Product Manager Jan 2020 – Aug 2021

Defined IoT Central dashboard features, achieving a 60% usability improvement, and led a product-wide UX refresh, including a design system overhaul, improving accessibility and enabling faster updates.

Server Management Experience – Product Manager 2 Aug 2017 – Jan 2020

Launched Windows Admin Center, a web-based remote server management tool, with strong adoption. Defined features for Azure hybrid integration, connecting cloud services with on-premises servers.

Mentorship & Inclusion Initiatives – Championed women's and early-career professionals in tech through mentorship and inclusion programs.

EDUCATION

Copenhagen Institute of Interaction Design, *Interaction Design Programme* Sep 2025 – Sep 2026

High Honors for thesis project, Touchstone

An intensive program in interaction design, covering research, prototyping, and building functioning interactive experiences, with a life-centered approach to digital, physical, and service design.

University of California, Berkeley, *B.A. Computer Science & Cognitive Science* Aug 2011 – May 2016

GPA: 3.9 | Phi Beta Kappa | Regents' & Chancellor's Scholar | Berkeley Student Cooperative

SKILLS

Programming: C++, Python, JavaScript/p5.js

Physical Computing: Arduino, electronics prototyping, soldering, sensors, MQTT

Media & AV: TouchDesigner, Max/MSP, MediaPipe, projection mapping, OSC, MIDI, Isadora

Design & Fabrication: Figma, CAD (Fusion 360), 3D printing, laser cutting, sketching, generative AI

Language: Spanish (proficient)