

# HANNAH

## UX DESIGN & RESEARCH

**A bold creative leader with a unique blend of creative and analytical design qualities as well as technical UX design experience. Champion complex projects that require technical excellence and solid team leadership ability.**

Hands-on, technical UX Designer and Researcher with wealth of knowledge and experience merging large scale brand goals and objectives with data analysis, technical design, and creative elements. Build strong teams and hone technical and leadership skills through interactive training sessions and hands-on mentoring activities.

### PROFESSIONAL EXPERIENCE

#### **Cox Communications – Remote – 2015 to Present**

##### *Freelance Senior UX Designer*

Oversee all aspects of UX product life cycle. Map customer journey and identify digital and non-digital interactions to gather requirements and translate those into UX requirements. Partner, guide, and mentor both UX and development teams ranging in size from 5 to 25 in on-time delivery of both consumer and enterprise level products. Facilitate presentations as keynote speaker to secure additional funding for department and unique projects.

- Lead research and design for telephony product, Voice Everywhere, which will serve as centerpiece of Voice service relaunch from legacy to digital platforms. Will roll out to 2.5 million users and increase current user adoption as well be used as a marketing tool for new customer acquisition.
- Guide team toward completion of new SaaS product, My WiFi. Streamline company's WiFi usage, realizing savings of \$20M and additional \$2.3M in revenue over five-year period.
- Construct framework for enterprise-level software and processes. When implemented will cut average call handle time by 1 minute, realizing a savings of \$8.5M annually.

#### **Ogilvy & Mather – Atlanta, Georgia – 2014 to 2015**

##### *Freelance UX Designer*

Researched, designed, and incorporated unique features into an interactive sales marketing application. Aligned project time-lines with project manager and ensured all deliverables were executed on-time.

Hannah Lee Barganier

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### AREAS OF EMPHASIS

- Motivational Team Leadership
- Training & Development Programs
- Wire-framing & Prototyping
- End-User Experience
- User Centered Design
- User Testing
- Agile Development
- Project Management
- Quality Assurance Initiatives
- Critical & Creative Thinking Processes
- Task Mapping & Work Flow Development
- Design Thinking

### EDUCATION

GRAPHIC DESIGN  
The Creative Circus  
Atlanta, GA – 2011

### PROFICIENCY

- Adobe Creative Suite
- Sketch
- Axure
- Invision, Craft
- KCBS BBQ Judge

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### PROFESSIONAL EXPERIENCE CONTINUED

#### **The Home Depot – Atlanta, Georgia – 2014**

*Freelance UX Designer*

Streamlined UI guidelines as well as initial stages of pattern library. Aligned team's activities to meet project needs as well as goals and objectives of entire organization.

- Led redesign of *My Account* section of ecommerce site. Increased usability and feature sets allowing for higher rate of conversions.

#### **Oshkosh B'Gosh/Carter's Inc. – Atlanta, Georgia – 2012 to 2014**

*Graphic Designer*

Collaboratively led design teams that developed strategy, concept, and production of global in-store marketing campaigns. Released innovative programs that encourage active participation from customers and employees. Monitored and controlled creative department's \$1.4M annual budget.

- Instituted new in-store marketing collateral material and other advertising that improved traffic. Doubled all traffic projections over four consecutive quarters.
- Explored alternative physical collateral materials for large scale in-store installations. Which met and often exceeded cost saving targets.

#### **Forever 21 Inc. – Los Angeles, California – 2011 to 2012**

*Graphic Designer*

Lead designer for digital marketing collateral for soft goods product lines. Specialized in blog art direction and branding that attracted new customers and expanded the company's market share.

- Lead architect and designer for new brand mobile application. New feature sets intended to drive social interaction and mobile conversions.
- Create digital marketing for ecommerce site which accounted for 50% of increased revenue (2.8B to 3.7B) in one fiscal year.

#### **Once Wed – Atlanta, Georgia – 2009 to 2015**

*Creative Consultant*

Championed all creative design projects for website that garnered 550K unique visitors every month. Assembled appropriate resources and team members based on individual project requirements.

- Designed several content tutorials for Pinterest. Incorporated creative design elements that allowed most popular post to receive 4M+ pins on Pinterest.

