

HANNAH

UX & SERVICE DESIGN

A bold leader in UX with a unique blend of creative and analytical design experience that champions complex projects.

PROFESSIONAL EXPERIENCE

Cox Communications – Remote – 2015 to Present

Lead UX Designer - Contract

Oversee all aspects of the UX product life cycle.

- Lead designer for brand mobile application increasing monthly active users by 40% and improving app store rating from 1.9 to 4.6
- Led research and design for telephony product: Voice Everywhere, which will become the center piece of a migration from legacy digital voice platforms and will roll out to 2.5 million users, increasing adoption and enhancing customer acquisition.
- Guided 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

UX Designer - Contract

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.

The Home Depot – Atlanta, Georgia – 2014

UX Designer - Contract

Streamlined UI guidelines and the initial stages of the pattern library.

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

Hannah Lee Barganier

www.linkedin.com/in/hannahbarg

www.hannahleedesigns.com

hannahbarg@gmail.com

678 793 9684

EDUCATION

GRAPHIC DESIGN
The Creative Circus
Atlanta, GA – 2011

AREAS OF EMPHASIS

- Wire-framing & Prototyping
- End-User Experience
- User Centered Design
- User Testing
- Agile Development
- Project Management
- Task Mapping & Work Flow Development
- Design Thinking

PROFICIENCY

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

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PROFESSIONAL EXPERIENCE CONTINUED

Oshkosh B’Gosh/Carter’s Inc. – Atlanta, Georgia – 2012 to 2014

Graphic Designer

Collaboratively led design teams that developed strategy, concepts and production of global in-store marketing campaigns. 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.

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.

