



HANNAH

UX & PRODUCT DESIGN

A bold creative leader with a unique perspective of user-centered design, driving growth, and upholding brand integrity.



PROFESSIONAL EXPERIENCE

State Farm – Remote – June 2020 to Present

Lead UX Designer - Contract

Cox Communications – Remote – 2015 to 2020

Lead UX Designer - Contract

Oversee all aspects of the UX product life cycle.

- Design, test, and launch enterprise-level internal software and processes. When implemented will cut average call handle time by 1 minute, realizing a savings of \$8.5M annually.
- Lead designer for brand mobile application increasing monthly active users by 40% and improving app store rating from 1.9 to 4.6
- Reduce inefficiencies through implementation and maintenance of new digital design system
- Lead research and design for telephony product, Voice Everywhere. 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 the completion of a new SaaS product, My WiFi. Streamline company's WiFi usage, realizing savings of \$20M and an additional \$2.3M in revenue over five years.

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's and ensured all deliverables were executed on-time.

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EDUCATION

GRAPHIC DESIGN

The Creative Circus

Atlanta, GA – 2011

AREAS OF EMPHASIS

- Wire-framing & Prototyping
- End-User Experience
- User Centered Design
- Agile Development
- Journey Mapping
- Design Thinking
- Design Systems

PROFICIENCY

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

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PROFESSIONAL EXPERIENCE CONTINUED

The Home Depot – Atlanta, Georgia – 2014

UX Designer - Contract

Streamlined UI guidelines as well as initial stages of the pattern library and design system.

- Led redesign of My Account section of the e-commerce site. Increased usability and feature set allowing for a higher rate of conversions.

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

Graphic Designer

Collaboratively led design teams that developed the strategy, concept, and production of global in-store marketing campaigns. Monitored and controlled the 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.

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

