Hannah Johnson

Senior Product Designer

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EXPERIENCE

Senior Product Designer at REI / 2021-present
- Leading product design and UX research for REI's mobile apps, which accounts for >$200M demand annually.
- Created an app component library with Figma to improve team efficiency and consistency across app designs.

Senior UX Strategist at Instrument / 2019-2021
- UX design, product strategy, and research for leading brands in travel, entertainment, and technology.
- Informed up-front digital strategy on projects, balancing both business and end user needs.
- Presented strategic positioning and design rationale to clients regularly.

UX Design Intern at Brand New Box / 2015-2018
- Design and front-end dev of client projects for the web.
- Collaborated directly with clients and engineers.
- Streamlined project management through design of an internal work tracker.

NOTEWORTHY PROJECTS

Eames Institute of Infinite Curiosity website / 2021-2022
Led UX design & product strategy for the recently launched Eames Institute's website. Collaboratively established the site's core vision, functions, and roadmap. Facilitated and planned all stakeholder workshops & reviews.

Qatar Airways app redesign / 2021
Established understanding of business and user needs through generative research. Collaborated on customer journey maps, digital prototypes, and usability testing.

Google I/O conference app / 2020
Led research and UX design, ensuring parity between web and app experiences. Collaborated closely with conference organizers, engineers and attendees.

EDUCATION

Master in HCI + Design
University of Washington
2018-2019

B.S. in Computer Science
University of Kansas
2014-2018

SKILLSET

Experience design
Interaction design
Product strategy
Prototyping
Information architecture
Design research
Usability testing
Content strategy
Workshop facilitation
Visual design

TOOLS

Figma & Figjam
Principle
Adobe Creative Suite
UserTesting
Video / Premiere
InVision
GSuite
HTML / CSS
Arduino
C++