

# Hannah Heh

## PRODUCT DESIGNER

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San Francisco Bay Area

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## SKILLS & EXPERTISE

UX Research

Wireframing

Creating Prototypes

Storyboarding

User Testing

Mockups

Mobile UI

Responsive Web

Design Systems

Illustration

Visual Design

Interaction Design

Project Management

Cross-Collaboration

Tactical Features

Marketing Strategies

Dynamic, accomplished bilingual **Product Designer** respected for seven years of experience in utilizing a hands-on strong end-to-end skill set and startup experience in all facets of visual designing, front-end developing, and graphic illustration. Proven track record of creating responsive websites and user-friendly applications in competitive markets.

## PROFESSIONAL EXPERIENCE

### UI/UX Designer

03/2018 – Present

#### *Weee!, Inc.: Fremont, CA*

Collaborate with product managers and engineers to define product strategies and deliver designs with broad and narrowly defined features.

#### Key Achievements and Projects:

- Boosted revenue by 45% by leading complete visual deliverables through the creation of the 2018 Autumn festival campaign in collaboration with the marketing team and buyers.
- Increased revenue by 30% by creating a "rebate" feature and revamping friend referral features, resulting in an increase in user acquisition by 20%.
- Reduced the bounce rate by 22% by recreating the landing page.

#### Key Responsibilities:

- Achieve the company's vision and marketing goals by closely collaborating with other designers to create new features through a review of our products and improve the web and mobile user experience.
- Successfully manage and coordinate design projects from concept through completion.
- Deliver a complex array of designs within budget while meeting tight deadlines by utilizing creative and innovative approaches.
- Responsible for the design of all marketing campaigns, including advertising, print, and digital.

### UI/UX Design and Illustration Intern

06/2017 – 12/2017

#### *Gain Life, Inc.: Allston, MA*

Recruited from a pool of eight intern candidates to collaborate with various UI/UX designers, product managers, and developers to build the PowerUp Health application from conception to completion.

- Illustrated 70+ unique icons for nutrition, mindset and other functions in the PowerUp and ManUp applications.
- Took charge of defining the product structure and producing final mockups with associated flow marks for the development team.
- Contributed to fast ideation by designing the wireframe and low-fidelity prototypes and reworking the final mockup to cover all pertinent details.
- Brainstormed with other designers to create and develop product design patterns to ensure the best and most attractive designs were delivered.

**Additional Experience:** *Freelance UI/UX Designer, Block School | Graphic and Web Designer, Jiang Yun Educational Foundation*

## TOOLS

Microsoft Office (Word, Excel, PowerPoint, Outlook)

Sketch

Figma

InVision

Zeplin

Framer

ProtoPie

Adobe Creative Cloud

(Illustrator, After Effects,

Photoshop)

HTML

CSS3

JavaScript

JQuery

AngularJs

PHP

Git

Bootstrap

Wordpress

Webflow

Windows OS

Macintosh OS

Android OS

iOS

## PROJECTS

### **Weee! Mobile and Web Application | Weee!** **2019**

- Weee! is the largest Asian grocery delivery store in the US where buyers can get fresh food through the website or application.
- Created numerous functions that boosted revenue, including the Kandan project, affiliate project, and holiday campaigns.
- Refined many core user flow processes, including redesigning category page, checkout page, and landing page.

### **PowerUP Health Mobile and Web Application | Gain Life** **2017**

- PowerUP Health is an application that enables women to enjoy life to the fullest with better health and vitality through sustained weight loss, higher energy levels, and the courage to tackle whatever comes their way.
- Redesigned 150+ pages, created 70+ unique icons, and built ten functions to redefine the user experience and visual style on PowerUP Health website platform.

### **Peeper Mobile Application+ IOT | Academy of Art University** **2017**

- Peeper is an intelligent bird feeder that provides a smart way for bird watchers to observe wild birds. It includes the feeder and a mobile application that sends photo notifications to users when birds are present.
- Created logo, style guide, icons, and the mobile user interface; Printed a 3D prototype with Raspberry Pi server and developed a mobile application to connect with it.
- Outcomes resulted in 86% of people considered buying it, and 78% of people liked the final design version.

### **AcuPoint Mobile Application+ IOT | Academy of Art University** **2017**

- AcuPoint is an intelligent acupressure device that can help women achieve a healthier life. It includes a mobile app and a smart treatment pen that alleviate symptoms through acupuncture knowledge.
- Refined three user flow processes, designed 40+ pages, and created 30+ icons.
- Outcomes resulted in 85% of women considered buying it, and 76% of women liked the final design version.

## EDUCATION

### **Master of Fine Arts — Web Design and New Media** **GPA: 3.6**

*Academy of Art University, San Francisco, CA/USA: 2017*

### **Master of Fine Arts — Illustration** **GPA: 3.5**

*Academy of Art University, San Francisco, CA/USA: 2017*

### **Bachelor of Administration — Information Management** **GPA: 3.75**

*National Central University, Taoyuan/Taiwan: 2009*