

# Hannah Levy

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## Summary

Hello! I'm a senior Product Designer with 8+ years of experience designing scalable, data-informed e-commerce and platform experiences across web and mobile. I enjoy untangling complex systems, building reusable patterns, and collaborating closely with product, engineering, and research to help businesses make confident and thoughtful decisions. Curious, collaborative, and excited about AI-assisted design and learning.

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## Areas of Expertise

- Product & Platform Design (End-to-End)
- E-commerce & Operational Workflows
- Systems Thinking & Scalable UX Patterns
- Design Systems & Interaction Design
- Data, Reporting & Decision-Support Interfaces
- User Research & Usability Testing
- Cross-Functional Collaboration
- Responsive Web & Native Mobile Design
- AI-Assisted Design Workflows

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## Experience

### Lead Product Designer (Freelance)

2024 – Present

- Lead end-to-end product and platform design initiatives across multiple clients, from discovery and research through high-fidelity design and prototyping.
- Design scalable systems and workflows that support complex user needs, configuration, and data visibility across responsive web and mobile platforms.
- Partner closely with product managers and engineers to define requirements, align scope, and deliver intuitive, high-quality solutions.
- Conduct design audits, usability evaluations, and workflow analysis to identify friction, reduce complexity, and improve user decision-making.
- Leverage AI tools to accelerate ideation, exploration, documentation, and design workflows.

## **Senior Product Designer**

*Critical Mass — Chicago, IL & San Francisco, CA*

2020 – 2024

- Led end-to-end design for complex platform experiences, translating user research and business needs into scalable, intuitive solutions.
- Designed and evolved design systems and interaction patterns to ensure consistency across products and features.
- Delivered high-fidelity wireframes, interaction guides, and prototypes for responsive web and native mobile experiences.
- Planned, moderated, and synthesized qualitative and quantitative research, transforming insights into actionable product improvements.
- Collaborated closely with product managers, engineers, and researchers to influence roadmap decisions and advocate for customer-centered design.
- Mentored junior designers, providing feedback, guidance, and leadership to strengthen team craft and execution quality.

## **Digital Designer & Strategist**

*Wunderman + Thompson — Chicago, IL*

2017 – 2020

- Owned UX and content strategy across seven outdoor brands, balancing diverse user needs within shared platforms and design systems.
- Identified experience opportunities through research, audits, and analytic insights.
- Partnered with product managers and developers to define requirements and build scalable design systems.
- Delivered user-centered solutions that improved clarity, consistency, and engagement across digital touchpoints.

## **Content Strategist**

*Gravity Works Design + Development — Lansing, MI*

2015 – 2018

- Led content audits, information architecture, and CMS-based content frameworks to improve usability and maintainability.
- Collaborated with designers and developers to align content strategy with user experience and business goals.

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## **Tools & Technologies**

- Figma, Sketch, Adobe Creative Suite, Principle, InVision
- Design Systems & Style Guides
- Usability Testing & Research Methods
- HTML, CSS, JavaScript
- Jira, Confluence, Trello, Airtable, Zeplin