

Hannah Levy

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Summary

Hello! I'm a San Francisco-based UX designer with 8+ years of experience creating thoughtful, engaging, & data-informed experiences that bridge user needs and business goals.

Experience

Lead UX Designer (Freelance)

2024 – Present

- Lead end-to-end product and platform design across multiple clients, from discovery and research through low-fidelity design to high-fidelity 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.

Sr. / Lead UX Designer

Critical Mass — Chicago, IL & San Francisco, CA

2020 – 2024

- Led end-to-end design for web and mobile 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 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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Education

Bachelor of Arts in Advertising and Design (2013-2017)

Minor in Museum Studies

Michigan State University

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