

# HANNAH

UX & Product Design ☺ 2011-Present

*courtesy of*

## Hannah Lee Barganier

A tenured individual contributor with a unique perspective of user-centered design, driving growth, and upholding brand integrity.

Looking to add value to a high-functioning team specializing in complex B2C, B2B, enterprise, and internal tools that support customers, employees, experts, and business partners.

### Professional Experience

#### Apple – Austin, TX – 2025 to Present

*Staff UX Designer - Fulltime*

Hardware Engineering

#### Stripe – Remote – 2025

*Staff UX Designer - Contract*

Internal tools

#### Walmart – Remote – 2024 to 2025

*Staff UX Designer - Contract*

0-1 and pilot solutions for Walmart Health & Wellness.

#### Harley-Davidson Motor Company – Remote – 2022 to 2023

*UX Designer Lead - Contract*

Tactical and strategic lead role, managing stakeholders, and owning key products to support business and UX goals.

- Partnered with Human Factors Engineering team to establish new design standards for touch and hardware control interface.
- Designed and shipped an all new shopping experience for main product category. Enabling users to browse and customize new bikes, with projected **2X increase in leads to dealerships YOY**.

#### Amazon Web Services (AWS) – Remote – 2021 to 2022

*UX Designer - Full Time*

Identity and Resource Management (IAM) for AWS's core cloud computing service.

- Designed new features for internal tool, resulting in a **nomination for the Leaders Choice Award** in the 2021 Identity Hackathon.
- Streamlined navigation for Service Quotas product leading to **reduction in manual responses to quota increase requests and an increase in self-service workflows**.
- Contributed to AWS design system with introduction of Access Denied Messaging component. **Now used in 20+ consoles over 1M a week**.
- Led improvements in AWS account creation, **increasing Single Sign-On (SSO) enrollment, and reduction in time to resolve account and billing issues**.

### Education

Graphic Design  
The Creative Circus  
Atlanta, GA 2011

### Areas of Emphasis

- Product Lead Growth (PLG)
- Product Insights and solution generation
- Agile Development
- User Research & Testing
- End-User Experience
- Wire-framing & Prototyping
- User-Centered Design
- Design Thinking
- Design Systems
- Cloud Computing
- Software Delivery Lifecycle
- (SDLC)
- SAAS
- Internal Tools
- Native mobile apps
- Progressive Web Apps (PWA)
- Adaptive and responsive web

### Proficiency

- Figma
- Jira, Confluence
- Adobe Creative Suite
- Sketch
- Axure
- Miro
- KCBS BBQ Judge

# Professional Experience Continued

## **State Farm – Remote – 2020 to 2021**

*Lead UX Designer - Contract*

Created proof of concept workflows to enhance learning, exploration, customization, and purchase of multiple insurance products.

## **Cox Communications – Remote – 2015 to 2020**

*Lead UX Designer - Contract*

Oversaw all aspects of the UX product and software delivery lifecycle.

- Conducted full UX lifecycle for 0-1 enterprise internal progressive web app (PWA), including solution generation, journey mapping, design, testing and asset delivery. Projected to **cut average call handle time by 1 minute, realizing a savings of \$8.5M annually.**
- Lead designer for flagship native mobile app **increasing monthly active users by 40% and improving app store rating from 1.9 to 4.6**
- Lead designer for 0-1 SaaS product, My WiFi, as part of the company's self-service initiative. **Realizing savings of \$20M and an additional \$2.3M in revenue over five years.**

## **Ogilvy & Mather – Atlanta, Ga – 2014 to 2015**

*UX Designer - Contract*

Researched, designed, and incorporated new features into an interactive sales marketing application.

## **The Home Depot – Atlanta, Ga – 2014**

*UX Designer - Contract*

Led redesign of My Account section of ecommerce site. Increased usability and feature sets allowing for higher rate of conversions.

## **Oshkosh B'Gosh/Carter's – Atlanta, Ga – 2012 to 2014**

*Graphic Designer - Full Time*

Developed strategy, concept, and production of global in-store marketing campaigns.

- New comprehensive print and in-store marketing campaigns to, **doubling all traffic projections over four consecutive quarters.**

## **Forever 21 – Los Angeles, Ca – 2011 to 2012**

*Digital Designer - Full Time*

Lead designer for digital marketing collateral for soft goods product lines.

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