

# Hannah Martin

I am a multi-faceted designer who loves to tackle big problems.

## EXPERIENCE

### Senior Social Impact Designer/Researcher

Greater Good Studio

May 2022 - Present, Chicago

- Leads and collaborates on strategy and decision-making, identifying actionable recommendations across workstreams.
- Plans and facilitates design research engagements with community and client stakeholders.
- Assists in managing client and contractor relationships, ensuring strong collaboration and communication.
- Oversees project deliverables from production through final delivery.
- Conducts ethnographic research to identify design patterns across diverse solution spaces.
- Articulates and visualizes abstract or complex concepts, including digital tools, programs, and services.
- Translates research insights into process tools, communication materials, and visual/interactive prototypes.
- Educates and leads clients and community partners through human-centered design methodologies and mindsets.

### UX Design Lead

Live Well Collaborative

August 2020 - April 2022, Cincinnati

- Led a multidisciplinary design team in researching and developing successful client strategies and design solutions.
- Conducted stakeholder research and interviews.
- Synthesized research findings and presented design concepts in stakeholder presentations.
- Developed design research tools and prototyped UI/UX solutions tailored to client needs.
- Produced motion design assets, including videos and animations, to support client and project communications.
- Illustrated project content and created internal graphics to enhance visual storytelling.
- Managed website content, design, and development to maintain brand consistency and functionality as the Webmaster.

### UX Designer

Live Well Collaborative

January 2020 - August 2020, Cincinnati

- Conducted qualitative research and stakeholder interviews to inform project direction.
- Synthesized findings and presented research insights and design concepts to stakeholders.
- Developed design research tools and prototyped UI/UX solutions tailored to client needs.

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## Education

BS, Communication Design

University of Cincinnati -

*The College of Design,*

*Architecture, Art, and*

*Planning (DAAP), 2021*

Semester Programme

in Graphic Design,

University of The Arts

London - *Central Saint*

*Martins, 2019*

## Tools & Technologies

Figma, Adobe Suite,

Microsoft Office Suite,

Google Suite

## Other Skills

Photography, Illustration

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## EXPERIENCE CONT.

### Graphic Designer

Trudog

2019, Cincinnati

### Graphic Designer

Carter's Inc.

2018, Atlanta

### Graphic Designer

HBO

2018, New York