

Hannah Martin

UX researcher and interdisciplinary designer with 6+ years of experience in human-centered design across digital products, services, and community-centered initiatives.

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EXPERIENCE

Greater Good Studio, Senior Designer & Researcher

May 2022 - Present

- Drive strategic direction by translating research findings into actionable recommendations.
- Conduct exploratory and evaluative research, including interviews, ethnographic fieldwork, participatory workshops, surveys, prototype testing, and usability testing.
- Coordinate research operations, including planning, participant recruitment, scheduling, and data collection.
- Navigate ambiguous problem spaces across client engagements, quickly building domain fluency and delivering meaningful findings under tight timelines.
- Lead iterative concept development and testing to improve usability, accessibility, and overall user experience.
- Transform complex research findings into service blueprints, workflows, concepts, and prototypes that clarify systems and support cross-functional collaboration.
- Facilitate alignment across large client teams through synthesis presentations, workshops, and strategic stakeholder engagement.
- Explore and apply AI tools to accelerate synthesis workflows and improve overall project efficiency.

Live Well Collaborative, UX Design and Research Lead

Aug 2020 - Apr 2022

- Led multidisciplinary teams in developing digital products, services, programs, and organizational strategies.
- Conducted mixed-method research, including interviews, ethnographic fieldwork, participatory workshops, surveys, prototype testing, and usability testing.
- Synthesized research into insights reports, journey maps, and prototypes to guide decision-making and development.

SKILLS

UX & Interaction Design
Research & Synthesis
Service Design
Prototyping & Testing
Product Strategy
Project Management
Visual Design

IMPACT HIGHLIGHTS

Building an Accessible Tool for Upward Mobility Data

Iteratively tested and prototyped a public-facing data dashboard reaching 15,000 users in its first six months, driving a 125% increase in site traffic, and launched at a record-high attendance event.

Unifying Energy Assistance in Washington State

Co-designed a legislative report that supported policymaker engagement and alignment, contributing to the passage of a 2026 statewide low-income energy assistance program.

TOOLS

[Design] Adobe Suite, Figma, Webflow, Google Suite

[Research] Otter.ai, ChatGPT, Airtable, SurveyMonkey, Miro, Notion

- Led prototyping and user testing through iterative feedback cycles to improve usability and overall user experience.
- Created and trained staff on research tools, frameworks, and templates to improve team efficiency and consistency.
- Designed visual, motion, and communication assets to support effective storytelling and stakeholder engagement.
- Owned the organization's digital web presence, overseeing website design, development, and maintenance to ensure a cohesive, user-centered experience.

Live Well Collaborative, UX Designer and Researcher

Jan 2020 - Aug 2020

- Conducted qualitative and evaluative research to inform the development of product and service concepts.
- Synthesized research findings into insights, recommendations, and design concepts to support client decision-making.
- Developed research-informed prototypes to explore and validate strategic directions.
- Supported iterative testing and refinement of solutions based on user feedback.

EARLY EXPERIENCE

TruDog, Graphic Designer

2019

Carter's Inc., Graphic Design Intern

2018

HBO, Junior Production Designer

2018

EDUCATION

University of Cincinnati, College of Design, Architecture, Art, and Planning

Bachelor of Science in Communication Design

2021

University of the Arts London, Central Saint Martins

Semester Programme: Graphic Design

2019