

MARLIN HANSBROUGH

Senior Product & UX Designer

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PROFESSIONAL SUMMARY

Senior Product & UX Designer with 10+ years creating accessible, high-impact digital experiences across EdTech, Fintech, and Civic Tech. Expert in **human-centered design**, **design thinking**, and **strategic product thinking** with a proven ability to translate complex requirements into intuitive, user-centric solutions. Drives product vision through **cross-functional leadership**, **product discovery**, and **iterative design**, achieving a 70% increase in engagement and full WCAG compliance. Proficient in **UX research**, **interaction design**, **information architecture**, **wireframing**, **high-fidelity prototyping**, and implementing scalable **design systems**.

CORE COMPETENCIES

- **Methodology & Process:** End-to-End Product Design, UX Design, User-Centered Design (UCD), Design Thinking, Product Strategy & Roadmapping, Agile & Scrum, Design Sprints, Cross-Functional Collaboration, Design Systems, Accessibility (WCAG)
- **Tools:** Figma, Sketch, Adobe Creative Suite (XD, Photoshop, Illustrator), InVision, Miro, Google Workspace, Jira, Confluence
- **Domains:** EdTech, Healthcare, FinTech, Civic Tech, E-commerce, SaaS
- **Design & Prototyping:** Interaction Design, Information Architecture (IA), User Interface (UI) Design, Visual Design, Wireframing, Low & High-Fidelity Prototyping, Mobile & Responsive Design
- **Research & Testing:** UX Research, Usability Testing, User Interviews, Surveys, Persona Development, Journey Mapping, A/B Testing, Heuristic Evaluation, Data-Driven Design

PROFESSIONAL EXPERIENCE

Senior Product & UX Designer

A Pass Educational Group | December 2012 – Present

- Led end-to-end design strategy for multiple EdTech platforms serving 100K+ learners, achieving full WCAG 2.2 compliance and increasing engagement by 70% through behavioral psychology-informed UX redesigns
- Reduced IT training inefficiencies by 50% by conducting comprehensive workflow audits, collaborating with engineering teams, and delivering streamlined, usability-driven solutions
- Partnered with PMs and engineering leadership on product roadmapping, translating business objectives into design strategies for clients including Pearson, AAPC, and Baltimore educational programs
- Served as lead designer and SME on AI-enhanced learning solutions, integrating machine learning insights to personalize user experiences across math, social studies, and cybersecurity curricula

- Collaborated with distributed global teams using Figma, Adobe Creative Suite, and Google Workspace to deliver scalable, accessible design systems

Product & UX Designer

Tech for Campaigns (Volunteer) | June 2024 – Present

- Design digital platforms for political candidates nationwide, creating user-centered experiences that align with campaign goals and drive voter engagement
- Redesigned web-based donation platforms, improving conversion flows and stakeholder engagement by 40% through high-fidelity prototyping and iterative user testing
- Manage end-to-end design process from candidate discovery sessions through logo creation, color scheming, and UI/UX delivery using Figma and collaborative project management tools
- Introduced Agile workflows that reduced design-to-delivery turnaround time by 40%

Product & UX Designer

We Vote (Volunteer) | August 2023 – September 2024

- Delivered a scalable intranet system adopted by 15+ cross-functional teams, centralizing workflows and knowledge sharing through user research-informed information architecture
- Conducted organization-wide UX research using Google Forms to survey departmental needs, translating findings into design decisions that improved collaboration and usability
- Redesigned 50+ user guides for clarity, navigation, and accessibility compliance

Product Analyst (UX/Workflow Focus)

Best Buy / Geek Squad | April 2014 – February 2017

- Increased diagnostic accuracy by 20% and reduced development time by 25% by conducting root-cause analysis and leading API redesigns for remote support tools
- Optimized internal troubleshooting workflows using UX research methodologies, improving team efficiency for agents supporting 6+ concurrent clients via remote chat
- Authored scalable documentation and tested software updates to increase tool adoption across departments
- Diagnosed and resolved network, hardware, and malware issues for enterprise and consumer clients using remote access tools

EDUCATION

Master of Arts, Clinical Mental Health Counseling – Northwestern University

Bachelor of Science, Computer Information Systems – Saint Leo University

ADDITIONAL EXPERIENCE

WordPress Administrator (Volunteer) – National Association of Asian American Professionals (NAAAP) Chicago

August 2023 – Present | Improved website performance by 30% through CMS optimization and content architecture redesign