

Hannah Lee

DESIGNER + RESEARCHER

EXPERIENCE

Doblin : Seattle, WA; London, UK; Chicago, IL
Design strategy & innovation

Senior Design Strategist : Oct 2018–Oct 2019

Worked on and led multi-disciplinary teams across global offices with fellow designers, researchers, and strategists to help leaders of large organizations tackle their toughest business challenges and create the products, services and customer experiences of the future. Played roles across all stages of the human-centered design process, with a focus on translating user insights into concepts, creating and delivering new propositions, and designing and facilitating immersive client experiences.

- Designed propositions and scoped new opportunities/target markets for clients across various industries, including healthcare, financial services, CPG, hospitality, and heavy equipment.
- Coached executives and set up innovation capabilities at a global financial institution.
- Scaled and developed talent in London office (more than doubling in size): Led talent recruiting, onboarding, training, and mentoring of new designers and senior non-design colleagues.

Design Strategist : Oct 2016–Oct 2018

Designer : Oct 2014–Oct 2016

Design Intern : Jan–May 2013

Teague : Seattle, WA

Digital experience & product design

Interaction Design Intern : Sep–Dec 2013

Developed and illustrated narratives to visualize user engagements with future technologies, built user scenarios and experiences. Compiled user research and documentation of prototype testing in the field. Gathered and analyzed contextual trend research to support new concepts.

Minelli, Inc. : Boston, MA

Branding & identity

Graphic Design Intern : Jan–Mar 2012

Developed lasting identities for museums, universities, and NGOs. Created concepts, visual assets, mock-ups, and brand standards manual for a worldwide NGO. Created case studies of current and past projects.

JUICE Pharma Worldwide : New York, NY

Advertising

Art Intern : Jun – Sep 2011, Jun–Aug 2012

Created digital and print collateral for distribution to healthcare professionals. Worked with client teams to develop designs around existing brands. Provided creative direction to concept artist for brand development. Contributed evolved look and strategy for new brands.

SPECIALTIES

- Delivery of human-centered design (HCD) projects from shaping, to insights, concept, design, and pilot.
- Leading cross-disciplinary teams in the innovation process.
- Working with large organisations, and building a smaller practice within one.
- Designing and conducting user research in developed and developing markets across various geographies as inputs to the HCD process.
- Experience with Agile development processes and methodologies.

SKILLS

Ethnographic research
Personas and user journeys
Workshop design & facilitation
Wireframes & UI
Competitive benchmarking
Contextual research
Trend research
Strategy development

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Adobe CC
Digital photography & post production
Sketch, InVision, basic HTML & CSS
Illustration

EDUCATION

University of Cincinnati : Cincinnati, OH
College of Design, Architecture, Art, & Planning

Class of 2014 Summa Cum Laude
B.Sc Graphic Design
Dean's List, Honors Scholar, Cincinnatus Scholar

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