

Hannah Lee

DESIGNER + RESEARCHER

EXPERIENCE

Frog (formerly Idean) : London, UK

Design & strategy

Senior Service Designer : March 2021–Present

Helped multi-disciplinary teams to define, design, and deliver new services and experiences, grounded in deep understanding of end-user needs and the ecosystem around them. Led design and research workstreams, facilitated the behavioural and large-scale changes within client organisations to enable these new ventures to thrive. Mentored team members and managed their development in and beyond projects.

- Designed a proposition for a global healthcare retailer around improving mental wellness and sleep for chronic pain sufferers; forged a partnership between the client and a leading mental health app to build and pilot
- Worked with a budding digital UX practice within a global home furnishings retailer to create a future employee experience vision for their logistics and fulfilment workers and helped this group champion this vision internally to shape their organisation's activities.

Doblin : Seattle, WA; London, UK; Chicago, IL

Innovation & design

Senior Design Strategist : Oct 2018–Oct 2019

Worked with 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: a new digital bank, remote patient recovery, why people golf, and construction equipment rentals.
- Coached C-suite 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

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Teague : Seattle, WA

Digital experience & product design

Interaction Design Intern : Sep–Dec 2013

Minelli, Inc. : Boston, MA

Branding & identity

Graphic Design Intern : Jan–Mar 2012

JUICE Pharma Worldwide : New York, NY

Advertising

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

SPECIALTIES

- Delivery of human-centred design projects from shaping, to insights, concept, design, and pilot
- Leading cross-disciplinary teams in the design process
- Advocacy of design in 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 design process
- Experience with agile development processes and methodologies

SKILLS

User research methods

Narrative development

Personas and user journeys

Workshop design & facilitation

Wireframes & UI

Competitive benchmarking & trend research

Contextual research

Innovation strategy

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Adobe CC, Miro, Figma

InVision, basic HTML & CSS

Digital photography & post production

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, Cincinnati Scholar

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