



“I am
Hannah Steele a
Service Designer
living in **London.**”

Date of birth / 19/09/93

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ABOUT ME

From the age of 8, I wanted to be an inventor. I was obsessed with my mum's car radio, and the magic of how tapes could produce the addictive sound of Shania Twain. Throughout the years, I switched from wanting to be a fashion designer to an artist. Today, I have the chance to be all these things, and that is why I love my job. I believe in being a design generalist where the 'what' is defined by the needs of who we are creating it for.

Before I entered the working world, I attended to The Glasgow School of Art (GSA) and studied Product Design, where I was introduced to the ambiguous nature of the term "product". This is evident in my non-traditional skill set. For me, design starts with people. I dive deep into any given context, from home tech to healthcare, and explore their reach to uncover opportunities where design can impact and augment. My time at The California College of the Arts sparked my love for all things digital, from designing interfaces to connected wearables.

I never thought that I would work in advertising, but design has become a non-negotiable for brands and business. It is so much more than a shiny label or a pleasing shell of a product. I help to design experiences that elevate the way people live. I strive to break down the boundaries between traditionally siloed disciplines, taking a collaborative approach to projects.

EDUCATION

Leading For Creativity /
Ideo U, 17

First Class Degree BDes (Hons) Product Design /
The Glasgow School of Art, 11 - 16

Interaction Design /
The California College of the Arts, 15

EXPERIENCE

Service Designer / Wunderman UK, June 16 - Present

In my 2 years at Wunderman, I have been able to embed some of my human-centred design beliefs. Being one of the first Service Designers to ever be hired, I have been key to building the Customer Experience Team. I have created a set of research methods, and strategic frameworks we now use day-to-day with our clients. I have been promoted. I have hired and lead junior members of the team. I have taken on more responsibility presenting to senior clients, and currently I am helping launch a summer internship with GSA. The main clients I work with are: Dyson, BT, Shell, Mazda Standard Chartered and M&S.

Junior Service Designer / Wunderman UK, Aug 15 - June 16

Graduate Designer / Uservision, June 15

Creating brand experiences for Emirates' family flyers. I produced 3 concepts for a creative client workshop.

Work Experience / Tayburn Design, June 14

Working on packaging design for Chewits.

AWARDS

Winner, D&AD New Blood /
John Lewis Brief, 17

Nominee, Best Design Talent /
Wallpaper Magazine, 15

Richard Murphy Award (Most promising student) /
The Glasgow School of Art, 14

Winner, Whose Round Design Competition /
Snook Service Design, 14

SKILLS

Design Research / A human-centred approach to research, planning, creating and executing different ethnographic methods, such as contextual interviews, cognitive walkthroughs, and cultural probes. All to investigate and unearth truths. I also play a big part in scoping projects from research through to execution.

UX Design / Proficient in using Sketch and Omnigraffle in order to create detailed wireframes and site maps.

Product Design / I love to make things, and wearables and connected products really excite me. Confident working with wood, plastics and ceramics.

Prototyping / Bringing ideas to life to present to clients, collaborate with the team, and iterate with users. Proficient in Invision, and Chatfuel.

Graphic Design / Creating graphics and layouts for infographics, posters and collateral for presentations. I design everything I do, down to research docs. Proficient in Indesign and Illustrator.

Strategy / Using experience maps to look at the bigger picture, but also to zoom into the important micro-moments. Synthesising research results, using brand values to craft insights and experience principles.

Presenting / Very confident at public speaking, including meeting with, and presenting to clients. Within my role at Wunderman, I have had to take on a more senior role at times, presenting at pitch and to senior stakeholders. Proficient at Keynote, Powerpoint and conducting pecha kuchas.