

HANNAH

Hannah Lee Barganier // UX Designer

Professional Experience

COX COMMUNICATIONS, Atlanta, GA // July 2015-Present

Subsidiary of Cox Enterprises. Third-largest cable television provider in the US.

Freelance Senior UX Designer.

Conduct full cycle of user experience processes including: user research, wire-framing, prototyping, UI design, user testing, QA, and agile development.

- Work with business stakeholders to refine business requirements and identify user experience needs.
- Lead designer for new SaaS product (My WiFi) which will save the company \$20M+ and provide an additional \$2.3M in revenue over the next 5 years.
- Created framework for enterprise-level software and processes to reduce call time and costs while improving customer experience.

OGILVY & MATHER, Atlanta, GA // December 2014-June 2015

International advertising, marketing and public relations agency.

Freelance UX Designer.

Research, concept, execution of marketing and sales application.

- Consistently delivered work before project deadline.
- Assisted in setting time-lines with project manager.

THE HOME DEPOT, Atlanta, GA // May 2014-December 2014

\$78B home improvement retailer, publicly held. Over 2,200 locations worldwide.

Ranked 33 on Fortune 500.

Freelance UX Designer.

Research, concept, execution and production of multiple customer flows for desktop and tablet ecommerce site averaging 1M unique visitors per day and \$2.3B annually.

- Increased efficiency by aligning team UI guidelines and initial stages of pattern library.

OSHKOSH B'GOSH | CARTER'S INC., Atlanta, GA // 2012-2014

\$2.6B children's fashion and apparel, publicly held company.

Over 180 locations nationwide.

Graphic Designer.

Concept, execution, and production of global instore marketing.

- Exceeded traffic projections 4 quarters in a row.
- Operated within \$1.4M annual budget to create brand-wide, seasonal branding and in-store print collateral.
- Branding and marketing pieces for multi-channel marketing campaigns.

hannahleedesigns.com

hannahbarg@gmail.com

678-793-9684

[linkedin.com/in/hannahbarg](https://www.linkedin.com/in/hannahbarg)

Education

GRAPHIC DESIGN

The Creative Circus

Atlanta, GA // 2011

Accolades

- Girl Scout Silver Award
- Duke Talent Identification Program

Skills

- Adobe Creative Suite
- Sketch
- Axure
- Lo-Fi Prototyping
- Invision, Marvel
- Rivet Master
- Long Board Surfing

Professional Experience Continued

FOREVER 21, Los Angeles, CA // 2011-2012

\$3.7B fashion and apparel privately held company, with over 500 stores worldwide.

Graphic Designer.

Concept, execution of digital and print marketing.

- Worked with a team that increased revenue by 25% (2.8B to 3.7B) in one fiscal year, in which 50% of revenue resulted from online sales.
- Branding and collateral for multi-million dollar and multi-channel campaigns.
- Lead designer for beauty, lingerie, accessories, and shoe departments on ecommerce website averaging 1M unique visitors per day.
- UX design of brand blog and mobile application.

ONCE WED, Atlanta, GA // 2009-2015

Online wedding and lifestyle publication with over 550k unique visitors per month.

Creative Consultant.

Responsible for concept, curation and production of various creative projects.

- Curated various brand campaign proposals for nationwide brands including Pantene, Lancome, and Perry Ellis.
- Production and design of popular content and tutorials. The most popular of which received over 400k pins on Pinterest.

