

# Hannah Tuell

**Product Designer** with experience across industries. Merges design passion with development background to craft user-centric software experiences, from concept to launch

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## EDUCATION

**BS in Computer Science**  
2014 University of Colorado

**BA in Studio Art**  
2014 University of Colorado

## SKILLS

### Development

Swift, Objective C & Java  
HTML, CSS, JS & Wordpress

### Product Design

User Research  
Usability Testing  
System Design  
Wireframes & Prototyping  
Design Systems  
Visual & Interaction Design  
Product Management  
Web, Desktop & Mobile  
Accessibility

### Branding & Marketing

Logo & Brand Guidelines  
Storytelling & Storyboarding  
Illustration & Animation

## Principal Product Designer | HalfBlast Studios

Jun 2022 - Oct 2023

- Collaborated with stakeholders to create a new brand & design system for a cross-platform mobile app, taking it from concept to launch.
- Created full prototypes and compelling investor material for multiple startup clients, helping them secure funding.
- Designed and launched an education-based mobile game in Unity (app, admin portal, web app). Used user research to improve branding, usability, and user retention (20% increase).

## Senior UX Designer | Rank One Computing

Apr 2020 - Jun 2022

- Led the design of a new logo, brand guidelines, and complete site redesign, resulting in a 10% increase in leads.
- Managed & designed a new AI product line, from creating user personas & system design to conducting user interviews, gathering requirements, and developing the full design, launch & user testing plan.
- Audited the usability of existing products and created sales and support collateral, including pitch decks, demo videos, and product guides.

## Lead Product Designer | Franki Global

Jul 2018 - Oct 2019

- Spearheaded the creation and launch of the Franki brand. Developed product strategy, architecture, and planning. Designed custom illustrations and animations.
- Led a team of designers and engineers. Successfully launched a mobile app with a strong 4.6 rating on the app store.

## Sr. UX/UI Designer & Mobile Dev | Exadel

Jan 2016 - Jul 2018

- Led design across mobile and web platforms for internal projects and client engagements, including a successful Google contract.
- Delivered high-quality mobile apps (Android & iOS).
- Spearheaded company rebrand with a new logo and website, resulting in increased brand awareness.