

Hannah Tuell

Lead Product Designer with a background in software development, specializing in complex SaaS products. I help Product and Engineering teams build better software by strengthening product understanding, customer insight, design systems, and cross-functional workflows. My work spans strategy through implementation, creating the shared foundation teams need to make better decisions and ship with confidence.

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Denver–Boulder, CO • Remote

Strategy

Product Discovery
Systems Thinking
Product Strategy
Roadmapping

Research

User Research
Research Synthesis
Usability Testing
AI-assisted Research

Design

Interaction Design
Visual Design
Design Systems
Rapid Prototyping

Leadership

Design Team Leadership
Cross-functional Leadership
Developer Collaboration
Workshop Facilitation

Technology

Figma
Claude
HeyMarvin
HTML/CSS/JavaScript

Education

B.S. Computer Science

B.A. Studio Art

University of Colorado, 2014

Lead Product Designer | FRONTSTEPS

October 2023 – Present

- Led product design across four enterprise SaaS products spanning web, mobile, and legacy desktop experiences, partnering closely with Product and Engineering from discovery through implementation.
- Established AI-enabled product workflows that unified product documentation, customer research, support history, and business goals into shared product understanding, enabling faster and more informed design decisions.
- Introduced AI-assisted research practices that synthesized customer interviews, support conversations, sales feedback, and product documentation, helping teams validate product direction with evidence instead of assumptions.
- Designed and documented an engineering-backed design system that improved consistency across products while enabling higher-quality AI-assisted prototyping and implementation.
- Designed end-to-end product experiences by balancing customer needs, business goals, and technical constraints, delivering production-ready solutions for complex enterprise workflows.

Creative Director | HalfBlast Studios

June 2022 – October 2023

- Led product strategy and design for early-stage clients, translating loosely defined ideas into validated prototypes and launch-ready experiences.
- Designed and launched Crucible, a cross-platform quarterback training product spanning mobile, web, and administrative tools; research-led improvements increased user retention by 20%.
- Created brands, design systems, and investor-ready prototypes that helped clients communicate their product vision and pursue funding.

Director of UX | Rank One Computing

April 2020 – June 2022

- Designed complex AI and computer-vision products that helped users investigate large datasets and turn highly technical output into actionable information.
- Led research, product definition, system design, and launch planning for a new AI product line, partnering closely with technical stakeholders and government-focused customers.

Lead Product Designer | Franki Global

July 2018 – October 2019

- Owned product strategy, research, brand, and design for a consumer mobile startup, leading designers and engineers through the launch of a 4.6-rated app.

Sr. UX/UI Designer & Mobile Developer | Exadel

January 2016 – July 2018

- Designed and developed web and mobile products for enterprise and startup clients, bridging user experience, visual design, and technical implementation.