

Hannah Tuell

Lead Product Designer with a background in software development, specializing in complex SaaS products and AI-powered product development. I help Product and Engineering teams build better software by combining product strategy, systems thinking, design systems, and AI-driven workflows that accelerate research, design, and implementation. My work spans discovery through delivery, creating both the products customers use and the internal systems teams rely on to build them.

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Strategy

Product Discovery
Systems Thinking
Product Strategy
Roadmapping

Research

User Research
Research Synthesis
Usability Testing
AI-assisted Research

Design

AI-Assisted Design
Interaction Design
Visual Design
Design Systems
Rapid Prototyping

Leadership

Design Team Leadership
Cross-functional Leadership
Developer Collaboration
Workshop Facilitation

Technology

Figma
Figma Make
Claude
AI Agent Development
LLM Workflows
HeyMarvin
HTML / CSS / JavaScript

Education

B.S. Computer Science

B.A. Studio Art

University of Colorado, 2014

Lead Product Designer & Manager | FRONTSTEPS

October 2024 – Present

- Lead product design across four enterprise SaaS products and manage and mentor a team of designers, partnering closely with Product and Engineering from discovery through implementation.
- Designed and built AI agents in Claude to automate design audits, detect production UI drift, generate implementation-ready code updates, and synthesize customer research across product and engineering systems.
- Partnered with engineering to establish AI-driven development workflows with guardrails that enable agent-generated implementation changes to move efficiently into code review while maintaining design quality and consistency.
- Built AI-enabled product workflows that unified customer research, support conversations, product documentation, engineering context, and business priorities into shared product understanding, enabling faster, evidence-based product decisions.
- Designed and evolved an engineering-backed design system that improved product consistency while enabling higher-quality AI-assisted prototyping and implementation.
- Led end-to-end product design across complex enterprise workflows, balancing customer needs, business goals, and technical constraints to deliver production-ready experiences.

Creative Director | HalfBlast Studios

June 2022 – October 2023

- Led 0-to-1 product strategy and design for early-stage companies, translating ambiguous ideas into validated prototypes and launch-ready products.
- 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 strategy, system design, and launch planning for a new AI-powered product line, partnering closely with engineers, technical stakeholders, and government customers from concept through launch.

Creative Director | 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 regulated and enterprise products, including a FEMA flood-insurance portal, translating government requirements and established user workflows into clearer, compliant experiences.