

Michael Hanna

User Experience Designer and Researcher

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Greater Denver area (80122)
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EXPERIENCE

UX Designer/Researcher (Diploma Project) Jul 2021 – Mar 2022 Upscape Hotels (UX Design Institute Case Study)

- Confirmed **product desirability** and refined problem statement through literature review and other secondary research
- Assessed industry **conventions and design patterns** through competitive benchmark analysis
- Broadened **generative research** through online survey/questionnaire to collect quantitative and qualitative user data
- Explored contexts, behaviors, and goals and **built empathy** through in-depth user interviews
- Acquired rich **behavioral and attitudinal** qualitative data through usability testing and observational notetaking
- Consolidated, ordered, and **organized research data** through collaborative affinity diagramming
- Identified **friction and pain points**, deepened empathy through customer journey mapping, data aggregation, data quantization
- Developed site **navigation and interaction design** through user flow diagramming and lo-fi wireframe sketches
- Generated clickable **medium-fidelity prototype** for validation and user testing
- Created highly detailed **annotated wireframes** for handoff to developers and visual/UI designers

Product Designer, Communications Director Sep 2016 – Dec 2021 The Sanctuary Denver

- Designed **multiple products and experiences** for maximum usability for digital, print, online, and in-person delivery
- Implemented and maintained a **design system** to ensure quality and consistency across all products
- Utilized qualitative and quantitative **research insights** to drive ideation and evaluate designs on the product and system level
- Enhanced user experience by overhauling **information architecture** with a user-centered approach
- **Generated personas** to identify target users, improve messaging

SUMMARY

Qualified UX designer and researcher with 16+ years of experience in graphic design, including 8+ years in research and 5+ years in UX/product design. Strong background in empathic research, user-centered design, and cross-functional communication. Passion for understanding users and improving their lives through well-designed products.

EDUCATION

Professional Diploma in UX Design
UX Design Institute Jul 2021 – Feb 2022

Bachelor of Music in Composition
University of Denver Sep 2003 – Jun 2006

KEY SKILLS

Qualitative research methods
Quantitative research methods
Design Thinking · User-Centered Design
Human-Centered Design
Prototype design · Interaction design
User interface design · Usability testing
Competitive benchmark analysis
Affinity diagramming · Mockups
User flow diagramming · Copywriting
Customer journey mapping · Branding
Graphic design · Photography

TECHNICAL SKILLS

Figma · Sketch · Adobe XD
Adobe Creative Suite (Creative Cloud)
Miro · InVision · Microsoft Office
HTML and CSS · Screenflow
Izotope RX9 Advanced

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EXPERIENCE (CONT.)

- Increased **online participation by 500%** by implementing multi-platform streaming, Zoom, and a new website during the COVID-19 pandemic
- Coordinated a **3-day international conference** by managing 29 presenters, website, ticket sales, and presentation videos

Graphic Designer Mar 2014 – Jun 2021
Toeroek Associates, Inc.

- Helped secure **over \$70.5M in funding** by providing graphic support for proposals for government contracts
- Collaborated with **large cross-functional teams** of writers and reviewers on proposals and task-order deliverables for multi-million-dollar government projects with Environmental Protection Agency (EPA) and Department of Defense (DoD)
- Guaranteed **accessibility and effectiveness** of training materials by distilling technical information into a streamlined video format
- Forged **cross-functional relationships** by collaborating with EPA and other agencies

Researcher, Designer, Creative Director Jul 2009 – Aug 2016
Adams Place

- Gained a rich and empathic perspective on living with mental illness by engaging with **150+ individuals** and their stories in multiple formats
- Obtained quantitative data through **extensive literature review** of public health studies, clinical psychology, and neuroscience
- Assured **impact and relevance** by facilitating focus groups with the target audience: adolescents and young adults
- Incorporated **neurodiverse stakeholders** throughout the creative iterative processes
- Accomplished big-picture goals by using **creative design and storytelling skills** to create print and digital products
- Communicated with diverse audiences through **public speaking**, presentations, and panel discussions

Graphic Designer, Marketing Associate Jun 2006 – Jul 2008
Leino & Company, LLC

CERTIFICATIONS

Professional Certificate in UI Design
UX Design Institute (2022)

AWARDS

Colorado Book Award: Pictorial
Colorado Humanities (2013)

Boettcher Scholar
Boettcher Foundation (2001)

LANGUAGES

English (native) · Spanish (intermediate)

PUBLICATIONS

This Is Your Brain

An innovative and accessible **video presentation** for high school audiences (see thisisyourbrain.org), semi-finalist for the Rose Foundation's 2015 Innovate for Good grant

Crazy: A Creative and Personal Look at Mental Illness

A dynamic, engaging, accessible **272-page full-color book**, winner of the 2013 Colorado Book Award in the Pictorial category

ADDITIONAL EDUCATION

Studied Law
CU Law School Aug 2008 – Jun 2009

Studied Biochemistry and Math
University of Colorado Jul 2001 – May 2003