

# HANNAH VERLIN

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## SUMMARY

I am a UX designer and researcher committed to building user-centered products. I have the expertise to take a project from exploratory research to pixel perfect designs, collaborating with product management, engineering, and executive teams. After working in marketing and operations, I bring a holistic business perspective. Whatever the context I thrive at mapping the fundamental user needs and product requirements.

## EDUCATION

**Master of Science, Human Factors in Information Design (May 2022)**

Bentley University, Waltham, MA (GPA 3.94)

**Bachelor of Fine Arts**

School of the Museum of Fine Arts, Boston, MA in affiliation with Tufts University, Medford, MA

## PROFESSIONAL EXPERIENCE

**SOLIDWORKS, Dassault Systèmes - User Experience Researcher (April 2022 - Present)**

Leading discovery level user research in support of new products, providing the product and design teams with actionable user insights. Building data-based behavioral personas and job maps to improve the design development process with clear and consistent design directions. Conducting usability testing and providing actionable issues and recommendations for the design team. Working cross-functionally to advocate for user research across the organization.

**Veo Robotics – UX Designer & Researcher (January 2021 – April 2022)**

Formulated user profiles and task analysis for a complex application, providing vital information for product design efforts. Created UI designs from wireframes to pixel perfect prototypes for new features following release schedule by collaborating with software engineers and product designers. Built design system to increase development speed and to improve the usability and aesthetics of the user interface. Spearheaded usability testing program.

**Veo Robotics – Marketing Manager (2018 – January 2021)**

Advised executive leadership team on crafting pitch decks as part of a successful fundraising round. Developed effective and memorable marketing collateral from videos and brochures to trade show booths and swag. Launched virtual demo events generating new contacts and qualified leads. Designed distinctive and functional branding for hardware.

**Veo Robotics – Office Manager (2017 – 2018)**

Instituted operational and HR frameworks for a growing start-up from building out a new office to managing onboarding for new employees. Restructured recruiting process by analyzing pain-points and implementing an applicant tracking system.

**LeafLabs – Operations Manager (2014 – 2017)**

Achieved greater business operation efficiency by restructuring bookkeeping and financial tracking, allowing the firm to increase its capacity for business development by 50%. Researched employee needs and launched benefit programs and culture-building activities to improve employee satisfaction. Developed new company branding and marketing materials to help differentiate the company from the competition. Helped the leadership team to articulate values and principles.

**Harries/Héder Collaborative – Studio Manager (2007 – 2014)**

Coordinated the production of site-specific public art projects through ideation, creation, installation, and hand-off to local municipalities in a multidisciplinary, deadline driven environment. Streamlined application process, increasing submissions.

## OTHER UX PROJECTS

**Haptic Technology Company - User Testing & Expert Review (2021)** Working in a four person team, conducted an expert review and user testing for a new haptic design tool. Completed task analysis, designed tests, moderator guide and screener survey. Prioritized issues with recommendations identifying a major mismatch between user expectations and the product.

**Financial Services Company - Internationalization Plan Case Study (2021)** With a four person team developed an internationalization plan for a financial services company with a global ready product design and localization strategy.

**Email Marketing Company - Exploratory User Research (2019)** Conducted exploratory user research through surveys and semi-structured interviews as part of a four person team. Findings revealed the user's thought process and unmet needs.

## CORE COMPETENCIES

**Methods:** Interviewing, usability testing; expert/heuristic evaluation; task analysis; journey mapping; survey design; group facilitation; contextual inquiry; wireframing; prototyping (paper & digital); qualitative & quantitative analysis; data visualization; storytelling & project management.

**Tools:** Figma; Adobe Suite; Sketch; UXPin; Invision; Tableau; Qualtrics; MS Office; Google Suite, & Arduino programming.