Hannah Elisabeth Dryden

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https://www.linkedin.com/in/hannah-elisabeth-dryden/ | Design portfolio

Work experience

October 2022 – present	**Content and UX Designer, Director – Kingston Hendry Ltd**	**Remote, UK**

· Providing content and interaction design expertise for digital services
· Working with research colleagues to understand user needs and pain points
· Mapping and prototyping user journeys in the GOV.UK Prototype Kit and iterating based on user feedback
· Working with subject matter experts to make sure technical content is well understood
· Representing the service at assessments
· Establishing a design history to record each iteration and reasons for design decisions

April – October 2022	**Content Designer – HMRC (contract)**	**Remote, UK**

· Worked within an agile delivery team to create and iterate user-centred content
· Designed a robust and efficient process for requesting and recording Welsh content
· Conducted an audit of the service, updated content and URLs to meet GDS standards
· Created a design history of prior and current iterations of every page within the service

October 2020 – April 2022	**Content Designer – NHS Business Services Authority (NHSBSA)**	**Remote, UK**

· Created and iterated user-centred content to meet GDS and NHS standards
· Advocated for user-centred design, worked closely with design and research colleagues on transactional services to meet users' needs and solve their problems
· Presented content in the most appropriate format to make it easy to understand
· Created an error message framework including establishing principles, and designing 'off-the-shelf' messages for use by the NHSBSA content design community

January 2019 – October 2020	**Founder – UK Business School Technology Forum**	**Remote, UK**

· Set up network of top-tier UK Business Schools to promote knowledge and share best practice relating to data, technology, digital resources, and UX

August 2016 – October 2020	**Technology and Data Manager – Saïd Business School**	**Oxford, UK**

· Ideated all marketing materials on the department's webpage
· Created courses in the School's virtual learning environment (VLE) including production of videos, images, and copy
· Led project to replace SaaS including requirements analysis and managing stakeholders

Career Development Centre Officer – Saïd Business School
Administrator – Saïd Business School

July 2012 – August 2016	**Office Manager – Emedica Ltd**	**Solihull, UK**

Events Co-ordinator – Emedica Ltd
Administrative Assistant – Emedica Ltd

Education and qualifications

2018 – 2019	**University of Oxford**	Advanced Diploma in IT Systems Analysis & Design (Distinction)
2017	**Association for Project Management**	Project Fundamentals Qualification
2013 – 2014	**University of Oxford**	PgCert Architectural History (69%)
2005 – 2008	**Birmingham City University**	BA Hons. Architecture 2:(ii)

Other information

Software and tools	· ADO, Confluence, Jira · Figma, Miro, Mural · Google Workspace, Microsoft Office, Slack · GOV.UK Prototype Kit (HTML, CSS, JavaScript)