

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
	<ul style="list-style-type: none">· Providing content and interaction design expertise for digital services· Working with research colleagues to understand user needs and pain points· Mapping user journeys, prototyping them 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
	<ul style="list-style-type: none">· 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
	<ul style="list-style-type: none">· 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
	<ul style="list-style-type: none">· 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
	<ul style="list-style-type: none">· 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	<ul style="list-style-type: none">· ADO, Confluence, Jira· Figma, Miro, Mural· Google Workspace, Microsoft Office, Slack· GOV.UK Prototype Kit (HTML, CSS, JavaScript)
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