Hannah Hatherell

linkedin.com/in/hannahhatherell | hannahhatherell@gmail.com | (613) 601-7795 | Ottawa, ON

Creative problem solver with a strong background in graphic, web, and interaction design. Crafts delightful user experiences and storytelling designs from concept to execution. Portfolio: www.hannahhatherell.com

PROFESSIONAL EXPERIENCE

Igloo Software (now Appspace), *Visual Designer*
April 2023 - present | Kitchener, ON | Remote

Igloo Software is a B2B SaaS company, providing a digital workplace platform (modern intranet) that helps companies centralize communication, collaboration, and knowledge sharing for all employees, including desked and frontline workers. Igloo Software was acquired in 2025 by Appspace. Some of my key contributions to date:

- Led visual design for 22 customer migrations from Igloo Classic to Igloo Flex within five months
- Owned visual design strategy for 50+ customer digital workplace implementations
- Established scalable visual standards, design systems, and SOPs used across internal teams and customers
- Designed and implemented accessibility-compliant, brand aligned design systems
- Authored reusable CSS patterns and frameworks, cutting rework and boosting delivery efficiency
- Partnered with UX and Product teams to translate customer insights into platform improvements

Euna Solutions, *Graphic Designer & Developer*
April 2022 - Jan 2024 | Oakville, ON | Remote

Euna Solutions provides cloud-based software for North American public sector and government organizations, managing critical functions like procurement, budgeting, payments, permitting and grants. GTY rebranded to Euna Solutions in 2023. On the Marketing team, these were my major contributions:

- Improved team efficiency by building brand libraries, templates, and standardized file systems
- Created a campaign landing page design system, improving turnaround time by 20%
- Empowered Customer Success and Marketing teams by creating high-impact brand collateral & templates such as whitepapers, case studies, product sheets, presentations, letterheads and business cards
- Designed event materials, including booths, roll-up banners, flyers, one-pagers, and branded swag
- Supported Marketing programs with creative for organic and paid social, website, blog, landing pages, emails, newsletters
- Facilitated a fast-paced rebrand by rolling out updated templates, collateral, and campaign graphics

Canadian Science Publishing, *Graphic Designer*
June 2020 - April 2022 | Ottawa, ON | Remote

CSP is Canada's largest independent, not-for-profit publisher of international peer-reviewed scientific journals, formerly known as NRC Research Press. On the Marketing team, I made the following contributions:

- Led journal cover production, created templates that improved teamwork with sales, editors & marketing
- Usability-tested sales and marketing tools to identify gaps and opportunities
- Improved brand visibility across channels, increasing recognition with librarians and agents
- Implemented tools with built-in metrics, enabling the team to measure success and guide decisions

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Canopy Growth Corporation, *Production Designer*

November 2019 – May 2020 | Kanata, ON | On Site

Consistently delivered high-quality work under tight deadlines. Boosted team efficiency with standardized processes and tools, ensured precise preflighting of digital and print materials, and reduced outsourcing costs by handling in-house product photography and retouching for e-commerce.

Coyle Media Group, *Lead Graphic Designer*

September 2018 – September 2019 | Stittsville, ON | On Site

Spearheaded the in-house production of magazines, surpassing company expectations and reducing annual labor costs by over 25%. Optimized magazine production by introducing a new design process, resulting in a three-week reduction in overall project timelines. Went beyond expectations by mentoring team members and fostering brainstorm sessions.

MasterpieceVR, *Lead UX Designer*

June 2018 – September 2018 | Nepean, ON | On Site

Strengthened this startup's product by designing an efficient and user-friendly virtual reality annotation method. Fostered teamwork and collaboration through the implementation of daily scrum meetings, boosting team morale. Demonstrated organizational skills and effective problem-solving when addressing challenges.

ACADEMIC BACKGROUND

Interactive Media Design
Algonquin College
Jan 2017 – Apr 2018 | GPA 3.94/4.0

Graphic Design
Algonquin College
Sep 2015 – Dec 2016 | GPA 3.82/4.0

Digital Photography & Imaging
Georgian College
Sep 2012 – Apr 2014 | GPA 3.90/4.0

SKILLS

Interaction
Wireframing
Prototyping
User testing
Storyboarding

Visual
Design systems
UI styling
Mockups
Branding
Accessibility

Tools
Adobe Suite
MS Suite
G-Suite
InVision
Figma
Sketch
Miro
Unbounce
Hubspot
Jira
ClickUp

Code & Web
HTML
CSS
Bootstrap
WordPress
Github

Methodologies
Scrum
Agile
User-centered design
AI-assisted workflow

Interpersonal
Empathy
Active listening
Communication
Trust building
Collaboration
Consulting

Habits
Organization
Adaptability
Time management

LEARNING & DEVELOPMENT

Neilsen Norman Group
2026
• *TBD*

A11Y Collective
Jan 2026
• *Accessible design, the basics*
• *Advanced Accessible Components*
• *Advanced web accessibility: ARIA explained*

Interaction Design Foundation
Jan 2024
• *AI for Designers*
• *Visual Design: The Ultimate Guide*
• *UX Design for Virtual Reality*
• *Data-Driven Design: Quantitative Research for UX*
• *UI Design Patterns for Successful Software*