



HANA NAGEL

UX RESEARCHER & DESIGNER

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EXPERIENCE

Jan. 2019 — Present

SERVICE DESIGNER

at Element AI

📍 Montreal

As the sole design researcher for Element's **flagship product**, I steered product development from exploratory prototype to publicly available solution.

- Gathered insights from 5 industries to inform the development of multiple AI models powering the Knowledge Scout querying platform
- Led and facilitated workshops to uncover stakeholder, end user, and client needs across diverse segments
- Bridged the technical, design, sales, and delivery paths to translate signals into actionable user interface and service design approaches, sale strategies, and solution implementation guidelines
- Developed and iterated on frameworks to rapidly identify, refine, de-risk, and build solutions with explainable AI and intuitive user flows

Sept. 2016 — Jan. 2019

LEAD UX RESEARCHER

at SAP Customer Experience

📍 Montreal

As the unit's 1st researcher, I successfully built the practice from the ground up, integrating research into the culture and product development process.

- Built UX Partner Program to gather user feedback, developed a support ticket analysis framework, and partnered with the Data Team to design an application usage dashboard
- Utilized a range of qualitative and quantitative methods to assess high impact opportunity areas and deliver design recommendations
- Maintained key relationships with technical leaders across the global organization to improve collaboration, design decisions and roadmaps
- Led company-wide initiative to scale user research practice; personally obtaining the support of the CEO and delivered report to SAP Board
- Established the first cross-company user research community (200+ members), including a Slack workspace, newsletter, and vendor demos
- Negotiated 3 global contracts for research tools and designed workshops to train employees to gather user insights

Jan. — June 2017

UX RESEARCHER

at Brandfire (contract)

📍 Remote

Provided UX research for redesign of insurance website.

- Developed journey maps, personas, and market analysis that spoke client's language and provided deep insights
- Redesigned website's information architecture (delivering site maps, task flows and process models) to address user pain points

Dec. 2015 — Sept. 2016

DESIGN TEAM LEAD

at Welcome Home TO (volunteer)

📍 Toronto

Led a 12-person team on Syrian refugee resettlement project, showcased in Make Change Conference as 'inspiring maker'.

- Conducted user research and refined design solutions through participatory design and process flow modelling
- Designed high-fidelity prototypes that met strategic stakeholder requirements of industry and government partners

April 2016 — Sept. 2016

UX RESEARCHER

at University of Toronto Libraries (contract)

📍 Toronto

Provided UX support for 3rd largest library system in North America.

- Conducted usability tests and translated qualitative and quantitative findings into design improvements
- Collaborated on website redesign for Canada's largest collection of maps and geo-spatial data



ABOUT ME

I am a **human-centered researcher and designer**, specializing in **agile enterprise**, **usability testing** methodologies and **digital strategy**, particularly for the ecommerce and FinTech industries. A passionate advocate of **evidence-based design**, I focus on transforming the user experience through research, testing, and prototyping, to **deliver measurable business results**.



SKILLS

Research

Contextual Inquiry
Task Flows
Surveys
Usability Testing
Heuristic Evaluation
Data Analysis
Information Architecture
Site Maps
Personas
User Interviews
Competitive Analysis
Accessibility Analysis
Journey Mapping

Design

Storyboarding
Prototyping
Wireframing
Interaction Design
User Interface
Service Design
System Design

Tools

UserZoom
Validately
Respondent
Optimal Workshop
SurveyMonkey
InVision
Axure
Balsamiq
Sketch
Google Analytics



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EXPERIENCE

April 2016 — Sept. 2016

UX DESIGNER

at Nia Technologies Inc. (contract)

📍 Toronto

Provided UX consulting services for Nia, a healthcare technology non-profit.

- Prototyped features and produced service design proposal
- Formulated insights used to design platform for clinical 3D printing
- Designed website UX and UI, and provided front-end services

January — April 2016

UX/UI DESIGNER

at DECIMA (contract)

📍 Toronto

Redesigned website for GIS tool that allows historians to explore Florence.

- Increased site traffic and visitor duration through redesign website user interface, information architecture, and graphics
- Provided front-end development services to launch the website

Aug. 2014 — June 2015

UX DESIGNER

at Finabanx

📍 Montreal

Provided UX/IA documentation for a financial technology microlender.

- Improved product usability through research and testing
- Designed 3 application flows and dashboards for 6 websites
- Created high-fidelity website prototypes in Axure

May 2013 — July 2014

MARKETING SPECIALIST

at Payza.com

📍 Montreal

Worked on strategic communications for a global online payment platform.

- Increased email marketing engagement by 20% through redesigned digital communications process for a customer base of over 10 million
- Worked with product team to optimize payment platform design

May 2011 — May 2013

DIGITAL PUBLISHING MANAGER

at FlyingBooks Ltd.

📍 Tel-Aviv

Managed product acquisition and global marketing for an iOS mobile app.

- Awarded Best New App of 2012 out of 100+ competitors
- Acquired 50+ titles and 20+ award-winning authors and illustrators
- Acted as project manager for the creation of over 70 picture books



EDUCATION

Sept. 2015 — Aug. 2016

INFORMATION SYSTEMS AND UX DESIGN

at Graduate Faculty of Information, University of Toronto

📍 Toronto

Sept. 2005 — May 2009

BACHELOR OF ARTS, MIDDLE EASTERN STUDIES

at Brandeis University

📍 Boston



DESIGN COMMUNITY

Speaking

UXPA Cleveland

Nov. 2019 | Presenter

UXC HEC Montreal

Oct. 2019 | Presenter

Joint Futures

Sept. 2019 | Presenter

Convey UX

May 2019 | Presenter

Web à Québec

April 2019 | Presenter

DesignOps Summit

Nov. 2018 | Presenter

IoT Montreal

May 2018 | Presenter

Lesbians Who Tech Summit SF

March 2018 | Presenter

Writing

[How to Draw a Research Ops Owl P.1](#)

[How to Draw a Research Ops Owl P.2](#)

In the Media

High-Impact Research:

The Ingredients For An Effective UX And Design Research Practice

Forrester Research

How To Increase Your Firm's Appetite For Customer Understanding

Forrester Research

Aurelius Podcast

Aurelius Lab

Rosenfeld Podcast

Rosenfeld Media

ResearchOps Spotlight:

[Interview with Hana Nagel](#)

Enjoy HQ