

# Hannah Birch

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Recipient of **2015 Pulitzer Prize** for breaking news reporting, with Seattle Times staff.

## Current work **Uber Technologies**

Senior content designer (March 2022 — present)

- Lead Uber's content strategy for consumer-facing, generative AI-powered products
- Develop content frameworks to scale team's impact across products and LOBs

Content designer (September 2021 — March 2022)

- Lead content strategy and UX writing on the Uber Eats consumer team
- Collaborate with product, design, and user research teams to build the best logistics platform for moving things and people through space

## Past work **Two Twelve**

Content strategist (March 2021 — August 2021)

- Created and executed a new content strategy for the 40-year-old wayfinding design company.
- Worked on client projects for the Obama Foundation, Mass General Hospital, and others.

## **Metropolitan Transportation Authority**

Content strategist/site editor, Digital Services Team (December 2019 — March 2021)

- Wrote and edited content on [new.mta.info](http://new.mta.info). Developed and enforced standards. Wrote UX copy for apps, team communications, strategy memos and more as needed. Worked with designers, developers, and engineers to build products the MTA didn't think were possible.

## **The COVID Tracking Project**

Content lead (May 2020 — May 2021)

- Defined and enforced house style. Advised on content strategy. Worked with tech leads on CMS development. Wrote UX copy for the site. Edited blog posts.

## **ProPublica**

Production editor (January 2018 — December 2019)

- Managed a team of 6 story producers. Oversaw daily story and newsletter production.
- Ran organization's editorial calendar and weekly editorial meeting.
- Assembled cross-team, collaborative groups to execute large editorial projects.
- Worked with the platform team to develop and test new features for CMS/ProPublica.org.

Lead producer (March 2017 — January 2018)

- Oversaw daily story and newsletter production. Worked with cross-functional teams to plan and launch projects. Helped steer ProPublica's growing design and production team.

Web producer (August 2014 — March 2017)

- Selected visuals for and published stories to ProPublica.org. Copy-edited stories. Commissioned photos/illustrations.

## **The Seattle Times**

Associate news producer (August 2012 — August 2014)

- Curated headlines and photos on Seattle Times homepage. Designed and produced special layouts for big stories. Edited wire stories and managed social media accounts as needed.

Copy-editing intern (June 2012 — August 2012)

- Edited stories for grammar, usage, style and consistency, for print and web.

## Education **University of Nevada, Las Vegas; College of Urban Affairs**

Bachelor of Arts in journalism and media studies (Summa cum laude)

Past work	<b>Two Twelve</b>
	<p>Content Strategist and Storyteller (March 2021 – August 2021)</p> <ul style="list-style-type: none"><li>Created and executed a new content strategy for the 40-year-old wayfinding design company. Wrote and enforced house style. Analyzed audience needs and optimized for growth.</li><li>Worked on client projects for the Obama Foundation, Mass General Hospital, and others.</li></ul>
Community	<b>Platypuses in Journalism</b> Founder (Aug. 2018 – present) <ul style="list-style-type: none"><li>Build and manage a community of people with a nontraditional mix of skills in news. Maintain online presence of group, lead workshops at conferences, organize meetups, provide mentorship and networking opportunities.</li></ul>
	<b>DEI Coalition for Anti-Racist, Equitable, &amp; Just Newsrooms (OpenNews)</b>
	<p>Committee Head (October 2020 – present)</p> <ul style="list-style-type: none"><li>Lead 20 people in launching dedicated Slack workspaces. Liaise with all committee heads.</li></ul>