Hanna Kurian
Senior Product Designer & Strategist

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A curious, empathetic, and optimistic designer with a proven track record of elevating user experiences founded on comprehensive research, data-driven insights, and customer needs analysis. A strategist with a passion for innovation and solving complex problems, an adaptable team player and leader with a growth mindset and an aptitude for cross-functional collaboration.

ACCOMPLISHMENTS

- Recognized and optimized the core calculator formula for an early invoice payment app by introducing a new variable and related logic. This enhancement reduced the user cognitive load, improved user engagement and **increased the invoice approval probability to 98% (+10%)**, equivalent to approximately $1.82 million in additional revenue YoY and +$255 million in funded A/P.
- Identified and successfully pitched the uplift of a crucial usability gap in the onboarding flow of the core product, resulting in the launch of the new experience in less than 10 months. Within 1 month, it **increased the task completion rate by 40%.** Anticipated outcomes include a $3.87 Million YoY increase in revenue opportunities, a 20% boost in user engagement, and a 3x enhancement in the support team's efficiency.
- Led end-to-end design efforts for Digital Investor, a white-labeled investing mobile app with **WCAG AA 2.1 compliance rating**, released on iOS and Android platforms within 8 months from concept to launch. Three branded clients have **active apps on both platforms with a cumulative 55,000+ active downloads** and counting.

AREAS OF EXPERTISE

Product Strategy	Visual Design	Software As A Service (SaaS)
User-Centered Design	Multidisciplinary Collaboration	Accessibility/Inclusive Design
Service Design	Stakeholder Management	Agile Methodologies
Design Thinking	Responsive Web Design	Team Leadership

Tools:

User Research	Competitive Analysis	UXpin
Prototyping	Data Analytics	Github
Wireframing	Adobe Creative Suite	CSS, HTML
User Flows & Journeys	Figma	Miro

PROFESSIONAL EXPERIENCE

C2FO A Global Early Invoice Payment Platform For Suppliers | **Leawood, KS**
Product Designer | *2021 - 2023*

- Owned the global-scale design efforts for the core C2FO Early Pay Enterprise Solution (B2B), collaborated with cross-functional teams to develop innovative solutions that aligned customer needs with business goals, increasing customer engagement and retention, resulting in a NPS score of 76 (+12) Q4 2023.
- Conducted user research in partnership with the Voice of the Customer team, implementing various methods, including usability testing with over 20+ interviews, and surveys deployed to 330+ users to acquire user insights which informed product feature enhancements and prioritization.

- Mentored junior designers in scheduled 1:1 feedback sessions and large group (17) design critiques, emphasizing the application of pertinent UX methods to enhance collaborative efforts, streamline problem-solving, and articulate the design process effectively.

SS&C Technologies Investment Management Software and Services   **Kansas City, MO**
User Experience Designer   *2020 - 2021*
- Engaged with clients, engineering teams, business analysts, and senior management, incorporating their input throughout the iterative design process to guarantee a superior end-user experience while adhering to established brand guidelines and technical constraints.
- Established bi-weekly collaborative work sessions with the engineering and product teams respectively, aimed at optimizing the design handoff process, leading to the completion of design deliverables two weeks ahead of schedule.
- Performed a comprehensive competitive analysis to capture industry trends for the redesign of the Alps Funds (SS&C Subsidiary) website, enhancing SEO visibility, boosting traffic, optimizing content management, establishing credibility with potential clients, and augmenting lead generation and conversion.

Helios Lighting Design Architectural Lighting Design Firm   **Shawnee, KS**
User Experience Designer, Lighting Designer, Project Manager   *2016 - 2018*
- Initiated a strategic redesign of the company website, resulting in a 4X increase in weekly lead generation and a significant boost in the client's confidence for showcasing their international project portfolio.
- Collaborated with the client to identify the target audience, and run a competitive analysis to better align with industry patterns and best practices.
- Organized company assets to develop a comprehensive content and media strategy and formulate the site's information architecture to optimize for SEO.

Commercial Lighting Industries   **Indio, CA**
Lighting Designer   *2017 - 2018*

Bell/Knott and Associates   **Leawood, KS**
Architectural Designer   *2014 - 2015*

EDUCATION

University of Kansas   **Lawrence, KS**
MS in Architectural Engineering   *2016*

Syracuse University   **Syracuse, NY**
Masters in Architecture   *2013*

Amrita School of Engineering   **Coimbatore, India**
BTech in Electrical and Electronics Engineering   *2010*

Bloc   **San Francisco, CA**
Interaction Design Certificate   *2019*