

# Hanna Kurian

## Senior UX/Product Designer & Strategist

A seasoned, empathetic, and curious designer with a proven track record of elevating user experiences through comprehensive research, data-driven insights, and customer lifecycle analysis. An eclectic strategist with complex problem-solving capabilities, embracing a growth mindset, and exhibiting an aptitude for cross-functional stakeholder relationship management.

### WORK EXPERIENCE

#### C2FO

*Product Designer, 11/2021 - Present*

- Owned the global-scale design efforts for the core C2FO Early Pay Enterprise Solution, offering options in 14 languages and 43 currencies. Collaborated with cross-functional teams to develop innovative solutions, meeting user needs within established design systems and driving increased user adoption and satisfaction.
- Mentored junior designers in recurring feedback sessions, emphasizing the application of pertinent UX methods to enhance collaborative efforts, streamline problem-solving, and articulate the design decisions effectively.

#### SS&C Technologies

*User Experience Designer, 03/2020 - 11/2021*

- Led design for the 'Digital Investor' white-labeled mobile app, launching the client-branded app in six months, with WCAG 2.00 AA compliance, on both Apple and Google Play stores (using Ionic Frameworks). Three client-branded apps, totaling six, have amassed 18K+ active downloads till date.
- Collaborated closely with clients and cross-functional stakeholders, incorporating their feedback into the iterative design process. This ensured an outstanding end-user experience while adhering to design guidelines and addressing technical limitations.
- Conducted user research through usability testing, interviews, surveys, and A/B testing to acquire insights informing product improvements and guiding design iterations for an improved end-user experience.

#### Helios Lighting Design

*UX/UI Designer, 01/2018 - 12/2018*

- 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 closely with the client to grasp their motivation, identify the target audience, and run a competitive analysis to understand industry patterns, expectations, and requirements.
- Sourced and organized all essential project assets before partnering with the company's Principal to develop a comprehensive Content and Media Strategy.

### View Portfolio ↗

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### ACCOMPLISHMENTS

Optimized the Early Pay app's backend formula by introducing new logic and a variable, reducing user cognitive load, increasing invoice approval probability, and projected to generate \$1.82 million in revenue.

Identified and integrated a high-impact opportunity into the product roadmap, and within 10 months is currently undergoing alpha testing. This initiative, which introduced Salesforce integration into the core product platform, is anticipated to increase revenue opportunities by 15%, engagement by 20%, and enhance process efficiency by 4x.

### AREAS OF EXPERTISE

UX/Product Design  
User Research  
Team Leadership  
Visual Design  
Client Relations  
Product Strategy  
Data Analytics  
Prototyping  
Wireframing  
Service Design  
Responsive Web Design  
Accessibility / Inclusive Design  
Multidisciplinary Collaboration  
Stakeholder Management  
Design Thinking  
Interaction Design  
Software as a Service (SaaS)

### TOOLS

Figma  
Adobe Creative Cloud  
Miro  
GitHub  
UXPin

### EDUCATION

Bloc  
Interaction Design Program, 2019  
University of Kansas  
MS, Architectural Engineering, 2016  
Syracuse University  
Master of Architecture, 2013  
Amrita School of Engineering  
B Tech, Electrical & Electronics Engineering, 2010