

Hanna Kurian

Senior Product Designer & Strategist

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A curious and empathetic 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.

AREAS OF EXPERTISE

Team Leadership	Visual Design	Interaction Design	Responsive Web Design
Decision Making	Client Relations	Stakeholder Management	Service Design
Critical Thinking	Design Thinking	User-Centered Design (UCD)	Software as a Service (SaaS)
UX/Product Design	Product Strategy	Multidisciplinary Collaboration	Accessibility / Inclusive Design

Technical Skills:

Data Analytics	Competitive Analysis	Figma	Github	Adobe Creative Suite
User Research	User Journey Mapping	Miro	CSS	(Photoshop AfterEffects
Prototyping	Wireframing	UXPin	HTML	InDesign Illustrator)

PROFESSIONAL EXPERIENCE

C2FO

Product Designer (Senior), 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.
 - 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 high-impact product initiatives that enhance customer experience and boost acquisition into the roadmap through successful pitches to executives. Within 10 months, project deliverables, encompassing front-end UI, a brand-new internal dashboard, Salesforce integration and back-end upgrades, is in production.
- Anticipated impact: 15% revenue increase, 20% higher engagement, and 3x process efficiency enhancement.
- 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 (Lead), 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 55K+ 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.

Bloc

Interaction Design Apprenticeship , 02/2018 - 10/2019

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.

EDUCATION

MS in Architectural Engineering (Lighting) University of Kansas • 2016

M.Arch in Architecture Syracuse University • 2013

B.Tech in Electrical and Electronics Engineering Amrita Vishwa Vidyapeetham • 2010