Hanna Kurian

UX/Product Designer & Strategist

A holistic designer focused on creating elevated user experiences founded on comprehensive research, backed by data patterns and analysis of the entire customer lifecycle.

View Portfolio

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ACCOMPLISHMENTS

Improved the Early Pay app's backend formula by introducing new logic and a variable, that reduces user cognitive load, increases invoice approval probability, and is projected to add $1.82 million in revenue.

As lead designer, I led the development of a white-labeled investment app for iOS and Android in eight months. The branded app, now live, attracts 5k+ active users

Proactively identified a high-impact opportunity, successfully integrated it into the product roadmap, and within one year, the initiative (anticipated to increase revenue opportunities by 15%) is currently undergoing alpha testing.

Designed and coded my responsive portfolio website (HTML, CSS, JavaScript)

SKILLS

· User-Centered Design (UCD)
Wireframing and Prototyping
Visual Design
Interaction Design
User Research
Problem Solving
Adaptability
Design Thinking
Attention to Detail
· Empathy
Responsive Web Design
Multidisciplinary Collaboration
Accessibility / Inclusive Design
Data Analytics

TOOLS

Adobe Creative Cloud
Figma
GitHub
Miro
UXPin
Usability Hub
HTML, CSS, & JavaScript

SELECTED PROJECTS

Add Buyer Experience

Business Strategy, Research & Discovery, Service Design

The C2FO Early Pay app offers suppliers the opportunity to receive early payments at a discount from their buyers. The Add Buyer project improved the experience for existing suppliers by facilitating connections with in-network buyers and introducing a method to request out-of-network ones. This proactive initiative involved showcasing business value, successful pitches to product leadership, a 4x boost in sales team efficiency, and the introduction of Salesforce integration, along with a 'trending request' upvote feature to enhance app participation.

Digital Investor Mobile App

User Research, White-labeled UX/UI Design, ADA WCAG 2.1 Compliance

Digital Investor is a white-labeled investing product that is branded and customized for client fund companies. A few of the extensive application capabilities include, but are not limited to, a comprehensive new account application process, completing transactions, viewing portfolio details and updating account profile settings.

View Client Branded App   in App Store   in Google PlayStore

EDUCATION

Bloc   User Experience Design Program, 2019

University of Kansas   MS, Architectural Engineering, 2016

Syracuse University   Master of Architecture, 2013

Amrita School of Engineering   Bachelor's in Technology, 2010

RECENT EXPERIENCE

C2FO

Product Designer, November 2021 - Present

° Product Designer for the core C2FO Early Pay product

° Conducted usability studies to inform enhancements and new features, collaborating closely with the User Research team.

° Engaged in daily ideation and collaboration with product and engineering teams, ensuring the delivery of intuitive and technologically robust solutions aligned with the brand's established design systems.

° Proactively took initiative on a project anticipated to contribute to a 3x increase in process efficiency; this key user experience upgrade reflects my commitment beyond standard design duties.

SS&C Technologies

User Experience Designer, March 2020 - November 2021

° Lead UX/UI Designer for a white-labeled mobile application for the legacy 'Digital Investor' product with ADA WCAG 2.1 Level compliance. The first client's branded mobile app was released, via Apple and Google play stores, for investors to download in June 2021.

° Worked with stakeholders and clients to incorporate their feedback into the design decisions, while also advocating for an overall great user experience.