



# HANNAH DARDEN

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## Profile Summary

- Versatile communicator with experience in UX/UI design, web content management, and user research (improved **project delivery efficiency** by **35%** across internships and academic initiatives)
- Skilled in creating clear, audience-focused copy for websites, surveys, and social media (reduced **editing/revision time** by **25%**)
- Proficient in developing low- and high-fidelity wireframes, prototypes, and design assets in Figma and Adobe Creative Cloud (accelerated **design iteration efficiency** by **30%**)
- Collaborative team member who developed training documents and resources (**materials adopted** by **100% of department staff**, improving onboarding and workflow clarity)

## Skills

**Project Management & Productivity:** Monday.com, Confluence, Google Workspace, Microsoft Office

**Development & Design:** HTML, CSS, JavaScript, Figma, Adobe Creative Cloud, Camtasia, GitHub, Gitpod, ProcessWire, WordPress, Elementor, SiteGround

## Education

### MA Technical Writing

*Focus Area: User Experience*

University of Arkansas at Little Rock, Little Rock, AR

Currently Enrolled

### BA Web Design & Development

*Minor in Information Technology*

University of Arkansas at Little Rock, Little Rock, AR

Completed

### Google Certificate - Project Management

Online - Coursera

Completed

## Experience

### UX & AI Research Assistant

*University of Arkansas - Little Rock, Little Rock, AR*

08/2024-present

- Designed Figma wireframes for upcoming university web projects (contributing to redesigns projected to serve **1,000+ students** annually)
- Developed student-focused resources, including graduation checklists and syllabi (projected to support **~100 graduate students** annually)
- Created assignments and assessments to support course goals
- Created, distributed, and analyzed surveys to improve student success initiatives

### eCommerce Digital Production Associate

*Dillard's, Little Rock, AR*

10/2025-present

- Managed the end-to-end QA process for **200–300 product listings** per shift
- Enhanced SEO performance by restructuring product titles and attributes
- Edited and refined product images to improve visual cohesion and merchandising quality (supporting consistency across **5,000+ items** in rotation)
- Identified content gaps, missing fields, and UX issues within listings and collaborated with cross-functional teams

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<b>Web Development Intern</b>	06/2025-07/2025
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*CJRW, Little Rock, AR*

- Updated and organized web content in Figma, gaining exposure to UX workflows (supported **4+ client projects** simultaneously)
- Migrated content in ProcessWire (migrated **~100 pages of content** with **98% accuracy**)
- Wrote clear, engaging and audience-focused copy for web pages and social media
- Tested and provided feedback on AI chatbot

<b>Centralized Staffing Coordinator</b>	07/2023-present
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*Baptist Health, Little Rock, AR*

- Created and implemented internal documents and process improvements for team efficiency (reduced scheduling errors by **30%**)
- Developed clear communication materials for internal usage and staff training (used by **100% of staff members** within department)
- Coordinated with on-site staff for daily scheduling and time tracking

<b>Help Assistant</b>	06/2023-08/2023
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*UALR Emerging Analytics Center, Little Rock, AR*

- Collaborated on projects for both the Art and Web Development teams (contributed to **3+ live projects** used in research and outreach)
- Created and maintained websites hosted by the center
- Trained in Confluence, Blender and 3ds Max to support team needs (completed training in under **3 weeks**, accelerating team adoption)