Hannah Ranney
PRODUCT MANAGER & DESIGNER

CONTACT

portfolio: hannahsmall.com **//** email: hannah.m.small@gmail.com **//** mobile: 206.455.4439

SKILLS

DATA & STATEGY: Google Analytics, SQL, Excel, Google Sheets, A/B Testing, Product Roadmapping
UI/UX DESIGN: Research, wireframing, mock-ups, production, branding, layout
DESIGN TOOLS: Sketch, Photoshop, InDesign, Illustrator, InVision, Zeplin
WEB DEVELOPMENT: Familiar with HTML, CSS, Javascript, Wordpress, responsive, email, GIT

WORK EXPERIENCE

PRODUCT MANAGER // Estately **//** *August 2018 – Current*
Lead product development in managing tasks required to successfully maintain and improve key product metrics. Identified opportunity for new tour request button, now a top source of leads. Spearheaded major project to unifying desktop and mobile layouts into a single responsive template. Other responsibilities include regular analytics monitoring, connecting with clients, and working with team to maintain best practices in accessibility, SEO, and user experience. Also, continue to support any product design needs including conceptual mockups, feature exploration, as well as code review.

PRODUCT DESIGNER // Estately **//** *November 2017 – August 2018*
Worked closely with team to develop and improve user experience for both website and native app products as well as admin interface. Participated in rapid proof of concept app for Open House lead management. Conducted user research interviews and A/B testing to explore new features and feedback.

PRODUCT DESIGNER // Booking.com **//** *April 2016 – June 2017*
Collaborated with a team of product owners, designers and developers to assess platform needs and build scalable solutions. Contributed to the front-end development of design requirements and translated those needs into interface designs. Worked closely with team members in supporting all aspects of UX design and front-end implementation. Designed a series of interdependent features for a new property management system that greatly expanded Booking.com's partner services. Participated in the alpha release and execution of pilot program for product launch. Conducted ethnographic research, user feedback sessions, and A/B testing that aided in defining product requirements and improvements.

INTERACTION DESIGNER // REI **//** *June 2015 – January 2016*
Designed layouts for brand-related banner placements and landing page experiences for REI.com. Managed multiple projects in a fast-paced environment from concept through completion utilizing brand messaging and creative standards. Collaborated closely with an interdisciplinary team and business contacts to launch projects on time and within scope of strategy and budget. Led the development of a series of interactive banner tem plates in line with redesigned website standards as well as improvements for the user experience.

VISUAL DESIGNER // FusionHappens, LLC **//** *March 2014 – June 2015*
Worked on a wide variety of projects creating design and graphics for branding, website design, e-blasts, marketing collateral, as well as environmental and signage packages. Participated in team efforts to streamline and improve internal project management and communication. Communicated with clients and vendors about concepts and final designs.

EDUCATION

SEATTLE CENTRAL CREATIVE ACADEMY   AAS Graphic Design   *Seattle, WA. June, 2013*
UW PROFESSIONAL AND CONTINUING EDUCATION   Natural Science Illustration   *Seattle, WA. June, 2009*
THE EVERGREEN STATE COLLEGE   BA Biology and Art   *Olympia, WA. June, 2008*