Hanna Taylor

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SKILLS
Front-End Development: HTML, CSS, Javascript, Jamstack, React, Gatsby, Ruby on Rails, Git.
Data Analysis: SQL, R, Tableau, Mixpanel, Google Data Studio, Google Analytics, Sheets, Excel.
UI/UX/Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, Figma, InVision.
Collaboration: Agile Development, SCRUM, Google Workspace, Salesforce, JIRA, Zendesk, Trello, Zeplin.

EXPERIENCE
Klook, Senior Design Lead (Solutions Consultant)   January 2020 - January 2021
- Established the A/B testing process for B2B2C products by formulating documentation for the product team about A/B testing fundamentals and creating a strategy and roadmap for the first three experiments, including hypotheses and mockups of design optimizations.
- Expanded our widget product's potential reach, usability, and functionality by influencing the product team to adopt atomic design principles to build a scalable solution that we could utilize for the variety of needs of our managed partners and affiliate clients.
- Investigated a new product opportunity by networking internally with different product and sales teams, researching competitors, creating a product comparison table, and designing mockups to envision how our existing products could effectively be merged and utilized as a SaaS solution.
- Advocated for accessible design by performing an accessibility audit on our products to uncover issues and prioritized the fixes into the development team's sprint, which also removed a serious legal barrier to launch with potential high-revenue partners in our region.

Booking.com, Web Designer (Implementation Specialist)   September 2016 - January 2020
- Provided dedicated design and technical solutions support for major partnerships (such as American Airlines, Southwest Airlines, LATAM Airlines, and T-Mobile) by communicating technical concepts and requirements to cross-functional stakeholders in order to launch and maintain their white-label loyalty point-earn platforms and high-traffic cross-sell widget integrations. Combined, traffic to these integrations converted into millions of transactions and hundreds of millions of dollars in total transaction value.
- Optimized and added value to high-priority partnerships by A/B testing on their landing page and cross-sell widget touchpoints, which improved the customer experience, resolved issues, increased conversion, and gathered valuable learnings about user behavior for our clients.
- Developed a dynamic, multi-language, responsive banner ad product that enabled our partners to promote our deals to their customers with minimal tech effort, generating an uplift in bookings during seasonal sales and saving over a hundred labor hours per month on custom banner design requests.
- Automated white-label platform creation and reduced turnaround time by 98% by delivering the concept, framework, and HTML template for a scalable yet customizable self-service product. This new product enabled account managers to generate revenue for our partners sooner and empowered designers to invest more time in experimentation and innovation.

EDUCATION
Dev Bootcamp   February 2016 - June 2016
A 19-week full-stack web development immersive curriculum covering Ruby, Ruby on Rails, JavaScript, React, SQL, Git, HTML, CSS, and SCRUM. The progressive learning environment also emphasized empathy, emotional intelligence, and having a growth mindset.

University of Valley Forge   August 2010 - May 2013
Major: B.S., Business Administration, Management
Honors: Magna Cum Laude. Graduated in the top 1% of business majors and the top 2.5% of the class.