

HANNAH WILSON

“DESIGN RESPECTFUL, GENEROUS & HELPFUL PRODUCTS”

Alan Cooper

PRODUCT DESIGN LEAD
UX/UI

NOTION BRAIN BUILDER

MAKER OF MAKERS-YARD

MAKE CONTACT



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DESIGNING FOR WHY

Design is inherently the role entrusted to optimists. With deep belief that great ideas will create futures we love.

Time is a fixed commodity & using it to connect, laugh & have memorable moments is the goal over spending time swearing at broken apps or services.

Design crimes create real human pain & it's in that pain I have found purpose. To solve problems in the world around us helping make experiences better.

SKILLS

UX Research + Interviewing
Competitor Reviews
Brand Strategy
Ideation
Prototyping
Design
No-code Websites

TOOLS

Figma
Canva
Notion
ChatGPT
Claude AI
MidJourney
Google Suite
ReadyMag
Squarespace
Wix Studio
Wordpress
UserTesting
Miro
Slack

EDUCATION

LONDON
GROWTH HACKING
GROWTH TRIBE
ACADEMY
2018

Collaborated with Amsterdam-based growth team to implement the GROWS framework — rapidly translating ideas into high-impact, data-driven experiments that optimised online performance & accelerated product growth.

JOHANNESBURG
HUMAN DESIGN
FLOW INTERACTIVE
2015

Completed a user-centred design course with Flow (Cape Town), focused on crafting intuitive, high-impact experiences through design principles & interaction strategy.

JOHANNESBURG
UNISA / PPM
PRACTICAL PROJECT
MANAGEMENT
2013

Earned Academic Merit for cross-industry project management training at the Business School — focused on agile collaboration, stakeholder alignment, and strategic execution.

EASTERN CAPE
RHODES UNIVERSITY
BCOH / BACHELOR
OF COMMERCE
WITH HONOURS
2006 - 2009

Earned a Distinction for the Honours Degree in Information Systems, with focus on systems analysis, human computer interaction, enterprise architecture, database design & digital transformation strategy.

WORK EXPERIENCE

SOUTH AFRICA
MAKERS - YARD
SELF EMPLOYED
2021 - ONGOING

Partnering with startups & entrepreneurs to make standout brands & conversion-focused no-code websites. Built digital identities from the ground up, extended brand presence across social platforms & applied SEO strategies to boost search visibility & organic growth.

MEMORABLE MOMENTS

Moonpig
Rising Star Award — 2019

Head of Women's Committee
2018 — 2019
Won Best International
Women's Day Campaign

Rhodes University
Melon Scholarship to study
Masters — 2009

High School
Head Girl — 2005

REFERENCES
AVAILABLE ON REQUEST

**LONDON
MOONPIG
UX DESIGN
TEAM LEAD
2017 - 2019**

Worked under mentorship of former eBay VP to elevate e-commerce UX. Co-designed advanced search & filter functionality to accelerate product discovery. Collaborated on a the cross-sell feature to increase basket size & restructured the checkout flow through iterative A/B testing. Partnered with the design team to optimise the homepage for engagement and conversion.

**LONDON
STANDARD
BANK GROUP
UX DESIGN
CONSULTANT
2017**

Joined the Global Markets Precious Metals team helping conceptualise, design & test new iterations of their internal precious metals trading platform.

**SINGAPORE
UX DESIGN
CONSULTANT
2017**

Collaborated with an international team of Developers & Designers abroad. Partnering directly with the Singaporean Wealth Fund's Technology team to ideate, prototype & test a new internal platform designed to unify team connection across all departments.

**JOHANNESBURG
DELOITTE DIGITAL
SENIOR UX
DESIGNER
2015 - 2017**

Brought in to help establish & grow the UX & Design branch of the newly formed Deloitte Digital Innovation team. Helped redesign our office workspace & scaled the Team from 2 to 6 Designers, while delivering work for our main clients including; ABSA, Ford, Barclays & Old Mutual.

**JOHANNESBURG
STANDARD BANK
CIB GLOBAL
MARKETS
E-COMMERCE
CHANNELS
MANAGER
2010 - 2015**

Selected for the 2010 CIB Graduate Leadership Programme, starting as a Business Analyst & progressing to e-Commerce Channels Manager. Worked closely with the Global Markets team, helping to shape a smarter, more seamless e-Market Trader platform alongside an exceptional cross-functional team.

WHAT WE MAKE
MATTERS