

Hannah Su

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xx/xx/xxxx, xxxxxxx - Cheshire East, UK

Skills

UX/UI
HTML, CSS, JS
A/B Testing
Prototyping
User Psychology
Onboarding
Memberships
A11Y (Accessibility)
Web & App

Tools

Figma
Miro
Sketch
Adobe Creative Cloud
Brackets
Convert
Jira - Agile/Scrum
AI

Education

University of Derby

2013 - 2014
Master of Design (MDes) in Visual Communication
2010 - 2013
Bachelor of Arts (BA Hons) in Visual Communication

Experience

TopCashback

2023 - Present
Lead UX/UI Designer
Currently leading the ongoing UX/UI exploration for optimising monetisation strategies on our most popular platform which is the App, including membership types (Classic and Plus), bonuses (global and referrals), and the core onboarding experience.

Guiding current design explorations through A/B testing utilising Convert and leveraging research insights from GA4 and Crazy Egg to drive measurable product improvement and growth.

Collaborated with various departments and led the design and launch of a visual claims tracker project which significantly reduced customer enquiries by 30%. By reducing routine enquiries, the project freed up Customer Service resources to handle more complex tasks, proving ability to drive outcomes and impact business efficiency.

HAN5U

2021 - Present
Creative Designer, Developer, & Researcher
Owned the end-to-end design and development of strategic websites, including exposure and accessibility through apps for clients in sectors including wellness and the NHS.

Provided services including organic SEO, optimisation, and leveraging social media marketing, directly related to boosting acquisition and organic growth.

My Clever Group

2019 - 2021
Front-End Developer & Product Designer
Designed and developed industry-disrupting LMS (Learning Management System) platforms for major corporate clients (L'Oreal, Santander, BT Group, Specsavers, HRA Pharma, Subsea 7, Kia Motors), all of which were entirely bespoke and tailored to each client’s unique internal self-improvement experience.

bet365

2014 - 2019
Senior Design Implementation Analyst
Led the design implementation and quality assurance (QA/ UAT) of projects, ensuring pixel-perfect, high-fidelity UI and consistency across all platforms.

Executed full design cycles including design, annotation, wireframing (UI/UX), prototyping, testing, and deployment within Agile teams using Jira for various projects including key accounts, onboarding, bonuses, and gamification to name a few.

Interests

I am fascinated with the world of dating, romance, and relationships, including couples therapy (having personally gone through this a few years ago), the Gottman Institute's research, CBT, and Emotionally Focused Therapy (specifically the work of Dr. Sue Johnson). I also enjoy yoga, running, motorbiking, alongside all kinds of music, and above all, spending time with my family (my husband, 5-year-old son, and 6-year-old step-daughter).

Awards



References

Rich Irwin DBLX Chief Brand Officer	Gareth Mobley My Clever Group Executive Chairman
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