

# Hannah Su

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xx/xx/xxxx, xxxxxx - 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'Oréal, 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

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Gareth Mobley  
My Clever Group  
Executive Chairman

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