

Hannie Heilpern

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Product Designer | UX/UI Designer

Summary.

Hi there! I'm Hannie, a designer driven by the belief that thoughtful design can truly make a difference in people's lives.

My journey into design began with a passion for creativity and problem-solving, which has evolved into a career where I can merge these skills with a deep understanding of user needs. With a solid foundation in product and industrial design, I bring a unique blend of creativity, attention to detail, and a human-centered approach to every project.

Capabilities & Skills.

- Figma, Figjam, Miro, Trello and more
- Adobe Creative Suite
- Design Thinking Principles
- UX Research (user interviews, affinity mapping, user personas, journey maps)
- User Interface Design
- Wireframing and Prototyping
- Strategic Planning
- Stakeholder Management
- Communication & Presentation

Relevant Experience.

Australian Red Cross

UX/UI Design Lead

July 2024 - August 2024

Led a 10-person design team to ideate and design a community platform

[Read case](#)

- Led a team of 10 designers to create a community platform to connect donors and recipients, that contributed to securing approximately \$20,000 of seed funding.
- **Conducted 7 user interviews** and translated user feedback into actionable design solutions that **improved the applications' usability**.
- **Developed and communicated clear user journey maps, user scenarios, and user flow** to both the team and stakeholders, ensuring user-centred design principles were incorporated.
- Leveraged **advanced figma skills** to build an interactive end-to-end prototype, allowing the client to visualise the product and enhancing communication.
- Established a **comprehensive design system** to streamline the development process and ensure consistent branding across the application.
- **Collaborated closely with stakeholders** to keep them informed and ensure the successful completion of the project within the 4-week timeframe.

Whistle Clean Australia

UX Designer

June 2024 - July 2024

Part of a 10-person team to redesign a commercial cleaning company's website to enhance SEO performance and conversion rates

[Read case](#)

- Improved the end-to-end experience in a 4-week design sprint for Whistle Clean Australia (WCA) to create user-centred design.
- **Analysed over 12 competitors and conducted a detailed heuristic evaluation** to identify industry gaps and ensure user satisfaction at every touchpoint.
- **Facilitated 4 usability testing sessions** with end users, gathering valuable feedback that directly improved user satisfaction and consequently conversion rates.
- Rapidly iterated on digital prototypes, **completing the design iteration only 2 days after user research**, to accelerate the design process for WCA.
- **Frequently communicated** with the client throughout the project, continuously gathering feedback to ensure the **design aligns with business and user needs**.

Moriah College

Design Technician

January 2023 - March 2024

- **Managed a diverse range of Major Design Projects concurrently**, navigating the complexities of tight assessment deadlines while supporting a large cohort of students.
- Delivered expert guidance and hands-on demonstrations of **cutting-edge technologies, software, and machinery**, empowering students to execute their creative visions with precision.
- Students consistently produced high-calibre projects, **resulting in 3 NESA Showcase nominations** for exemplary Major Works in Design and Technology.

Cotton On Group

Retail Sales

2021 - 2023

- Took on the responsibility of fostering professional relationships with both management and team members to enhance the store's visual merchandising and overall customer experience, while **servicing an average of 60 customers daily**.
- Cultivated **strong customer relationships** through personalised service, strategically upselling products based on customer demographics and purchase behaviour.
- Collaborated with the team to **consistently meet and exceed daily KPIs**, leading to a significant increase in daily sales, elevated customer satisfaction levels, and **ensured a high-impact visual merchandise experience** that left customers leaving the store with a positive experience.

Provider Choice

Data Entry

2020 - 2021

- Managed the **high-volume and complex data entry** of financial arrangements for customers' NDIS plans, including the precise processing and payment of service and product invoices, all while **balancing accuracy with tight deadlines**.
- Adopted a meticulous and systematic approach to data entry, **categorising and processing invoices with precision**, which significantly minimised errors and streamlined the workflow.
- **Enhanced processing efficiency by 30%**, enabling quicker and more accurate invoice handling while maintaining accurate records, contributing to the smooth operation of the finance department.

Education.

UX/UI Design Transform

Academy Xi

November 2023 - July 2024

Bachelor of Design in Product Design

University of Technology Sydney

March 2020 - November 2022

References Available Upon Request