Hannie Heilpern

Product Designer
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Summary

Results-driven Product Designer with a strong track record of creating user-centered, data-informed experiences that drive measurable business impact. Experienced in leading end-to-end design across discovery, experimentation, and delivery- translating customer insights, behavioral data, and business strategy into intuitive, high-performing products. Passionate about balancing speed with depth, using research and experimentation to improve activation, retention, and engagement while collaborating cross-functionally to ship meaningful, scalable solutions.

Experience

Fresh Clinics | Product Designer
December 2024 – March 2025

A SaaS company delivering an all-in-one clinic management platform for proactive, hybrid healthcare providers, including cosmetic medspas and nurse-led clinics.

- Spearheaded the end-to-end redesign and architectural refactor of the core platform, transitioning from a legacy MVP to a scalable, global-ready framework that **improved platform performance by an estimated 20%** and successfully facilitated expansion into the US markets
- Standardised cross-platform workflows by scaling a comprehensive iOS and Web design system, reducing design-to-development friction for a team of 40+ engineers and ensuring brand parity across the ecosystem, **saving an estimated 15 hours of engineering time per sprint**
- **Led the rapid redesign of complex e-commerce** and medical oversight systems to meet urgent government regulations; delivered a fully compliant solution with zero disruption to business operations
- Facilitated the user research and discovery phase for new clinical modalities, leveraging practitioner interviews to design an insight-driven system that successfully unlocked new revenue streams, **reducing patient intake time by an estimated 30%**
- Bridged the gap between design and business strategy by **facilitating weekly workshops** with the executive team, defending design rationale to accelerate product sign-off cycles

Australian Red Cross | UX/UI Design Lead

July 2024 – August 2024

- **Directed a design team of 10** to conceptualise and build a community-driven donor platform, delivered the high-fidelity MVP that **secured $20k in initial seed funding**
- Drove the research strategy, conducting targeted user interviews to identify friction points and **translating qualitative feedback into high-impact design iterations** that significantly enhanced platform usability
- Defined the product's **strategic blueprint** by developing comprehensive journey maps and user flows, socialised these artefacts with stakeholders to ensure 100% alignment between user-centred principles and technical execution
- Prototyped high-fidelity, end-to-end concept to bridge the gap between vision and execution, using components states and transitions to **align stakeholders** on the final user experience prior to development
- Maintained a tight feedback loop with key stakeholders to manage scope and ensure the **successful launch of a high-priority MVP** under an aggressive timeline

Whistle Clean Australia | UX Designer

June 2024 – July 2024

- Part of a 10-person team tasked with redesigning a commercial cleaning website to **enhance SEO performance and conversion rates**
- **Analysed over 12 competitors** and conducted detailed heuristic evaluations and usability testing sessions to identify industry gaps and ensure user satisfaction
- **Accelerated the design process** by rapidly iterating on digital prototypes, completing design updates just **two days after initial user research**

Skills & Tools

- **Skills:** UX Research, Product Strategy, Stakeholder Management, Rapid Prototyping, Workshop Facilitation, Vibe coding, Collaboration
- **Tools:** Figma (Advanced), Linear, Notion, Cursor, Lovable, Code Ex, Twine, Adobe, Canva, mixpanel, segment, Amplitude, Hubspot, Atlassian Confluence and Trello

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Achievements & Awards

- **Awarded 'Kindness Champion'** | Fresh Clinics 2026
- **Mentored Design Student Cohort** | Prodigi 2025

Education

- **Bachelor of Design in Product Design** | University of Technology Sydney
- **UX/UI Design Transform** | Academy Xi