HANNAH ROSEN

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412 514 3793

EXPERIENCE

PRODUCT STRATEGIST · Present
LH Ventures · Remote
Led team in UX research to discover new feature opportunities
Implemented design for B2B data analytics tool for retail buyers

DIGITAL STRATEGIST · 2014 - 2016
Match Marketing Group · Toronto, Ontario
Managed cross-functional team executing national campaigns
Created and launched internal digital education program

COMMUNITY MANAGER · 2013 - 2014
Bright Blue Wave · Toronto, Ontario
Managed social strategy and content for clients
Implemented reporting methods for data-driven decision making

DIGITAL MARKETING CONSULTANT · 2011 - 2014
Freelance · Toronto, Ontario
Developing and executing digital marketing campaigns
Blogger and influencer outreach

EDUCATION

MASTER OF HUMAN-COMPUTER INTERACTION
*Carnegie Mellon University,
School of Computer Science*

B.SC, POLITICAL SCIENCE & MEDICAL SCIENCE
University of Western Ontario

WEB DEVELOPMENT CERTIFICATE
Seneca College

PROJECTS

ELDR - MOBILE APPLICATION
Supporting caregivers of people with early stage dementia and memory loss.

WORLD OF UX - INTERACTIVE PROTOTYPE
A data visualization tool to help designers understand the Internet ecosystem of users around the world.

CAPTAIN'S LOG - RESEARCH
For lawyers and legal researchers collaborating on complex research at large firms.

SKILLS

PRODUCT MANAGEMENT
Team and Project Management · Agile Scrum Certification
Roadmapping · User Stories · Strategic Prioritization

RESEARCH
Interviews · Usability Testing · Surveys · Participatory Design

DESIGN
Sprints · User Flows · Wireframes · Information Architecture

PROTOTYPING
Rapid Prototyping · Adobe CC · Sketch · InVision · HTML/JS