

HANNA KLEIN

San Francisco Bay Area
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Experience design lead crafting digital products for global B2B and B2C clients. Lead and execute across a myriad of business and customer needs, with an eye toward emerging platforms. Expertise across industry including financial services, healthcare, travel, telecom, and more. Building and connecting products with customers, leveraging the right data for more relevant, immersive, streamlined, and intuitive engagement.

EXPERTISE

Experience Design (UXD)
Product Design
UI/UX and Interaction Design
Design Leadership
Creative Direction
Brand and Campaign Development
Creative Strategy

EDUCATION

Scaled Agile, SF, 2024
SAFe PO/PM Certification

IxDF, SF, 2022
UX Bootcamp

Cooper, SF, 2018
Service Design Immersive Workshop

LUMA Institute, Chicago, 2016
Innovating for People: Design Thinking
Processes Workshop

School of Visual Arts, New York
Continuing Education in graphic design,
illustration, and sculpture

ICU University, Tokyo
Full-year international exchange program
in Japanese Studies

UMass, Amherst
BA in Japanese and Linguistics
Awarded Phi Beta Kappa, Cum Laude, and
Alpha Lambda Delta honors

RECENT EXPERIENCE

VP, Senior Experience Designer, Bank of America, San Francisco, 07/2022 - present

- + Modernized digital onboarding for Private Bank clients from a 10+-year-old legacy system. Simplified the language and process, introduced accessibility and security, and moved to responsive web and native.
- + Launched the custom loan statement experience for Private Bank and Merrill Lynch, enabling customers to go paperless, saving trees and bank mailing costs, and brought the platforms together as a brand.
- + Designed the first-ever in-industry interactive statement experience, providing high-net worth clients (some with dozens of accounts and 200+ page paper statements) with a dynamic, at-a-glance assessment of their financial picture, plus easy access to account details.
- + Reduced tech lift and costs with the development of a single template approach to the overhaul of nine Rewards landing pages, enabling consistent program messaging across LOBs and speed of content update.
- + Fast-tracked budgeting conversations with business and tech for BenefitsOnline platform via ideal-state design exploration that spans near- and far-term solutions.

Associate Creative Director, RAPP, San Francisco, 01/2021 - 07/2022

- + As creative lead, reduced creative review from 5+ to 3.5 rounds. Reduced days per round by 20%. Reduced project timelines from kickoff to launch by 40%.
- + Elevated craft, agility, and strategic thinking, for multiple creative teams, launching dozens of landing pages, responsive sites, tools, quizzes, newsletters, and more, for clients at Wells Fargo, Aimmune Therapeutics, and Palo Alto Network.
- + Oversaw creative team on a DCO campaign for Wells Fargo that achieved 82% higher CTR vs. non-personalized, utilizing dynamic imagery, messaging, offers, and CTAs in 30 key markets via Google Optimize.

Associate Creative Director, Organic Inc, San Francisco, 11/2017 - 01/2021

- + Directed teams of art, copy, and UX in concepting, prototyping, and developing numerous digital initiatives as Digital AOR for Wells Fargo, working across Consumer, Small Business, Wholesale, Real Estate, CSR, and more.
- + Drove brand consideration and favorability with the overhaul of the Wells Fargo Community Impact site and holiday food bank campaign, gaining a 12K% (\$550K) increase in customer monetary donations, a 42% increase in food collected, and a 7.68% increase to Feeding America over the previous year.
- + Improved agency efficiency and design quality with the development of a landing page component library and handoff process, providing cross-functional teams with a centralized resource of best practices.

Associate Creative Director, Closerlook, Chicago, 03/2015 - 12/2016

- + Hired, managed, and mentored 7 direct reports, while directing art, copy, and UX at a project level, managing multiple competing timelines for responsive site builds, content creation, and CRM campaigns.
- + Made highly clinical content accessible and engaging for healthcare professionals and medical specialists for Novo Nordisk's range of products.
- + Developed a framework for selling brand journalism to clients, a process for delivering within a pharma environment with an emphasis on efficiency with regulatory review, that was incorporated into pitches.

Associate Creative Director, Designory, Chicago, 01/2014 - 03/2015

- + Led cross-disciplinary creative teams in digital marketing, platform design, and interactive tools for clients, including Case IH, Russell Reynolds, Regal Cinemas, and Omnicom Group.
- + Won National Best at NAMA with the design and illustration of The Right Red Tractor, a tool that drove 95% conversion by helping clients determine what tractor was best suited for their farming needs.

Digital Design Director, Time Inc. Content Solutions, New York, 01/2011 - 07/2013

- + Led the digital design practice for Custom Publishing, managing art directors, UI/UX team members, and tech vendors on editorially-driven digital solutions for Fortune 500 clients, including Avon, Comcast, Ford, Merrill Lynch, P&G, and Related Companies.
- + Won the Integrated Marketing Award (IMA) for Customized Website for the launch of MyFordMag.com.