

# Marlin Hansbrough

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Senior Product & UX Designer

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## KEY ACCOMPLISHMENTS

- Increased user engagement by 70% by identifying low retention in e-learning products and applying UX research to redesign digital interfaces at A Pass Educational Group, achieving full WCAG 2.0 compliance.
- Enhanced learner outcomes by applying behavioral psychology and AI insights to B2B2C product design as lead designer and SME for the AAPC project. (AAPC Articulate Course Example: [https://rise.articulate.com/share/KKITmrYlojMgu6GLmkHBqXCJuVon1dYJ#/?](https://rise.articulate.com/share/KKITmrYlojMgu6GLmkHBqXCJuVon1dYJ#/))
- Improved stakeholder engagement by 40% by redesigning the donations page for Jessica Vaughn's campaign, using user-centered fintech UX strategies and high-fidelity prototyping.
- Strengthened internal knowledge sharing by building a scalable intranet for We Vote, adopted by 15 teams, following an audit of fragmented documentation and inconsistent formats.
- Reduced tech diagnostic inefficiencies by 20% by conducting root cause analysis and redesigning APIs at Best Buy.

## CORE SKILLS & TOOLS

Product Design & UX: End-to-End UX, Design Systems, Wireframing, Prototyping, Human-Centered Design, Accessibility (WCAG/508), Interaction Design, A/B Testing, Behavioral Psychology, Usability Testing, Agile, Design Thinking, Double Diamond, Jobs-to-be-Done, Information Architecture

Industry Expertise: Healthcare Applications, Fintech Platforms, AI/ML Integration, Education Technology (EdTech), Civic Tech, B2B2C Experiences

Tech & Tools: Figma (Advanced), Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Miro, InVision, Jira, Trello, Slack, Google Sites, WordPress, HTML/CSS, Responsive Design, API Design, Cybersecurity Fundamentals

Soft Skills: Strategic Thinking, Team Collaboration, Design Critiques, Communication, Roadmapping, Initiative Ownership, Cross-Functional Facilitation

## PROFESSIONAL EXPERIENCE

### Senior Product Designer (A Pass Educational Group | Dec 2012 – Present)

- Led the redesign of WCAG-compliant EdTech products after discovering accessibility issues, resulting in full WCAG 2.0 alignment and greater platform inclusivity.
- Applied behavioral science and AI insights to address low learner retention on the AAPC project, enhancing engagement as lead designer and curriculum SME.
- Boosted course engagement by 70% by synthesizing findings from usability testing and A/B testing to guide design iterations.
- Reduced inefficiencies by 50% in an IT training platform by identifying process gaps and redesigning workflows and wireframes in collaboration with engineers.
- Delivered product strategy aligned to organizational goals by facilitating roadmap planning with PMs, engineers, and leadership.

### UX/UI Designer & Researcher (Jessica Vaughn Reelection Campaign | Jun 2024 – Aug 2024)

- Improved donation conversion rates by redesigning the campaign's fintech donations page, introducing a consistent visual hierarchy through high-fidelity Figma prototypes.
- Streamlined design collaboration by implementing Trello and applying Agile workflows to improve turnaround time by 40%.
- Increased usability and team alignment by translating stakeholder needs into UX strategies that met campaign goals and platform constraints.

### Technical Writer & Product Designer (We Vote | Aug 2023 – Sep 2024)

- Solved documentation inconsistencies by designing a modular intranet using Google Sites, adopted by 15 internal teams.
- Validated design decisions by conducting user research via Google Forms, resulting in improved usability of voter resources.
- Enhanced information accessibility by redesigning 50+ user guides, aligning visuals and text structure with best practices.

### WordPress Administrator (NAAAP Chicago | Aug 2023 – Present)

- Improved website performance by 30% by optimizing content delivery and implementing advanced CMS techniques.
- Increased content accuracy by auditing and editing site pages and posts to reflect real-time program changes.
- Streamlined communication and project updates by integrating Slack as the central communication tool across web, marketing, and leadership teams.

### Technical Analyst III (Best Buy | Jan 2014 – Jan 2017)

- Reduced development time by 25% by analyzing inefficiencies in internal diagnostic tools and refining API designs.
- Improved technical compliance by revising SOPs and boosting adoption across departments.
- Increased diagnostic accuracy by 20% by conducting root cause analysis and improving troubleshooting processes.

## **EDUCATION**

M.A. Clinical Mental Health Counseling – Northwestern University

B.S. Computer Information Systems – Saint Leo University