

Hannah Schmidt

CONTENT DESIGNER / CONTENT STRATEGIST

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EXPERIENCE

Content Designer

Shopify

January - July 2022

Optimized UX and improved efficiency, informing strategy and crafting copy to streamline processes for new merchants.

- Analyzed research results and strategized creative solutions to complex problems while working within the constraints of Shopify's design system.
- Increased ease of onboarding process, championing the strategy and copy for an improved onboarding email flow for Shopify's Starter plan, including complimentary marketing emails that supported the plan's social bio tool integration.
- Ensured quality, consistency, and a unified voice, collaborating with cross-functional teams of designers, engineers, and project managers.
- Designed and evaluated research to create the information architecture schema for a new internal marketing automation tool.
- Supported updates aimed at driving customization and audience segmentation within Shopify's admin.

Web Designer (Contract)

POET Space Satellite Project, Bishop's University

Spring 2021

Successfully designed, built, and delivered a website for the University's space satellite project, launching in 2026.

- Researched and analyzed findings to develop content strategy, working in collaboration with a team of scientists to define user needs, content, and site outline.
- Created and oversaw the entire design system, including wireframing, hi-fi design, and building in Webflow.

Marketing Associate & New Business Coordinator

Secura Financial Group

2015 - 2021

Simplified complex industry concepts, designing straightforward marketing materials to help ease clients' understanding.

- Promoted to oversee all new insurance business within the firm, including managing sensitive matters and handling large financial transactions.
- Optimized efficiency of hiring process, vetting resumes and training new staff.

PROFILE

Creative, results-driven content designer with proven success building consumer and enterprise content using design thinking and the design process. Dynamic and compelling communicator, known for refining and presenting quality content strategy and delivering clear, concise, and effective UX writing. Innovative problem-solver, skilled at collaborating with internal and external stakeholders to achieve successful outcomes.

CORE SKILLS

- Content Strategy & Design
- Oral & Written Communication
- Research & Analysis
- Collaboration & Teamwork
- Creative Thinking & Problem-Solving
- Project & Time Management

TECHNICAL EXPERTISE

Figma / Sketch / Adobe XD / Miro / Zeplin / Notion / Google Suite / Slack / Zoom / Google Meet / Figjam / User Flows / Empathy & Affinity Mapping / Journey Mapping / Wireframing / Design Systems / Prototyping / Information Architecture / Presentation Skills

EDUCATION

UX Academy

DesignLab

MA (Anthropology)

Trent University (Canada)

BA Hons. (Anthropology)

University of Alberta (Canada)