

# Trish Hannes

Strategic Product Design Leader with extensive experience driving UX, Visual Design, and Design Systems across FinTech, E-commerce, and Tech. I specialize in crafting sophisticated digital solutions for Ultra High Net Worth (UHNW) clients, balancing high-end aesthetics with complex functionality. A champion of cross-functional collaboration, I work seamlessly with Product and Engineering partners to bridge technical constraints with user-centric goals, ensuring the delivery of scalable, high-performance products that meet rigorous business objectives.

## EXPERIENCE

### Goldman Sachs, NY, NY - Vice President, Design Manager, Private Wealth Management

JULY 2021 - Present | FULL-TIME

- Leads and oversees a dynamic team of 15+ dedicated design professionals responsible for all client interfaces for PWM's ultra-high-net-worth clients. Provides guidance, mentorship, and regular feedback to enhance team performance and achieve exceptional user satisfaction levels. Directly manages 8 team members.
- Champions the integration of generative AI into the design lifecycle, reducing initial concepting time by **30%** and empowering teams to rapidly prototype complex financial workflows.
- Spearheaded the design vision for PWM's Design System, balancing consistent and cohesive experiences and the specific users needs. Established the first comprehensive mobile app design system at the firm, encompassing motion guidelines, UI components, and interactive patterns, enabling consistent and delightful user experiences.
- Directs the design strategy and operations for both web and native mobile platforms, ensuring seamless, sophisticated user experiences tailored to ultra-high-net-worth customers across multiple product offerings.
- Supports the recruitment and hiring process, identifying top talent to join the team, contributing to overall team growth and success. Built and launched a high-performing design team in India, including recruitment, team structure, and onboarding.

### Yieldstreet, NY, NY — Product Designer

DECEMBER 2019 - JULY 2021 | FULL-TIME

- Implemented an effective delegation strategy by assigning design tasks to individual team members based on their strengths and expertise, fostering a collaborative and empowered work environment.
- Led the successful onboarding initiative for new clients, resulting in enhanced efficiency and reduced onboarding time
- Championed user-centered design principles and conducted user research to inform design decisions, resulting in products that better cater to customer needs and preferences.
- Collaborated with product managers and engineers to ensure seamless integration of design elements into product development, enhancing the overall user experience.
- Initiated the implementation of Storybook as a collaborative tool, streamlining the design-to-development handoff process and facilitating seamless communication with engineers, resulting in reduction in development time and improved cross-functional team efficiency.

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pw: design2021 *(many projects under NDA, will share during interview)*

## SKILLS

**Leadership** skills to help manage, motivate and mentor a team

**Systemic Design**, Product & Visual Design, Interaction Design, Design Systems, Human-centered design

**AI-Accelerated** Design Workflows

**Detail** oriented and excellent **organization** skills

Have both **creative** and **technical** capabilities

Ability to establish great **relationships** with key stakeholders

Cross-functional **collaboration** amongst various Product, Design and Engineering teams

## PROGRAMS

**Figma**, Figma Make, AI, Zeplin, Storybook, Adobe Suite, Microsoft Office, JIRA, Confluence

## EDUCATION

School of Visual Arts, BFA

## **Verizon 140 Agency, NY, NY — *Lead Visual Designer***

JULY 2018- DECEMBER 2019 | Contract

-Led the design efforts on multiple high-impact experiences, including the 5G initiative, resulting in increased user conversions and effectively promoting Verizon's cutting-edge technology solutions to a broader audience.

-Mentored and coached a team of 10 junior designers, fostering their professional growth and skill development, leading to enhanced team collaboration.

-Spearheaded the creation and maintenance of a comprehensive design library tailored to our branch of Verizon Business, streamlining design processes, and ensuring consistent branding.

## **Paul Stuart, NY, NY — *Senior Digital Designer***

JULY 2014 - JULY 2018 | Full-time

-Managed and collaborated with an in-house photographer and retoucher, overseeing the planning and execution of high-quality visual assets, resulting in visually stunning and on-brand imagery that enhanced the overall digital presence of the company.

-Led the end-to-end design and development of the company's first e-commerce platform, effectively translating business requirements into an intuitive user interface, and driving a 35% increase in online sales and customer retention.

- Leveraged client feedback to iteratively improve design concepts and user experiences, ensuring continuous optimization and increased customer satisfaction, leading to a 20% reduction in bounce rates and higher conversion rates.

-Pioneered the creation of the firm's first comprehensive design system, establishing a unified visual language and brand consistency across all digital assets, streamlining design workflows, and saving 25% in design production time.

## **Freelancer, New York, NY — *Designer***

MAY 2011 - JULY 2014 | Freelance Designer

Freelanced for numerous companies including Makerbot, Rolling Stone Magazine, Men's Journal, Everest Broadband Network, Green Seal, NYCEFT, Draft FCB, ATT Adwork, delivering high-quality design solutions and collaborating with diverse teams to meet their unique creative needs and project objectives.