

Trish Hannes

Strategic **Product Design Leader** with extensive experience driving UX, Visual Design, and Design Systems across FinTech, E-commerce, and Tech. A champion of early cross-functional alignment, working in lockstep with Product and Engineering partners to bridge technical constraints with user-centric goals and deliver scalable, high-performance products.

EXPERIENCE

Goldman Sachs, NY, NY - *Vice President, Design Manager, Wealth*

JANUARY 2025 - Present | FULL-TIME

Team Leadership & Scale: Directly manage a high-performing squad of 8 team members within an extended organization of 25+ dedicated design professionals. Oversee all client-facing digital interfaces for PWM's ultra-high-net-worth portfolio, driving regular feedback and mentorship to enhance overall team performance.

Design System Strategy: Spearheaded the design vision and firmwide rollout of PWM's unified Design System. Established the firm's first comprehensive mobile app design system (encompassing motion guidelines, UI components, and interactive patterns) to eliminate design debt and ensure seamless, sophisticated experiences across platforms.

AI-Accelerated Workflows: Championed the integration of generative AI into the product design lifecycle, successfully reducing initial concepting and ideation time while empowering teams to rapidly prototype complex financial workflows.

Cross-Platform Alignment: Direct end-to-end design strategy and operations for both web and native iOS/mobile platforms, managing parallel development tracks to ensure strict cross-platform parity and a unified user journey.

Global Talent Growth: Support the ongoing recruitment, hiring, and onboarding processes to identify top-tier design talent. Built and launched a high-performing international design squad in India, optimizing team structure and cross-functional integration.

Yieldstreet, NY, NY — *Product Designer*

DECEMBER 2019 - JULY 2021 | FULL-TIME

Delivery Handoff Optimization: Initiated the implementation of Storybook as a central collaborative tool, bridging engineering constraints with design assets. Streamlined the design-to-development handoff process, drastically reducing development time and boosting cross-functional team efficiency.

Data-Driven Product Lifecycle: Championed user-centered design principles by synthesizing qualitative client feedback and quantitative research into actionable product improvements. Advanced product lifecycle maturity across high-traffic areas, resulting in a highly optimized onboarding initiative that significantly reduced client onboarding time.

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CORE SKILLS

Leadership & Strategy:

Team Management,
Mentorship/Coaching,
Cross-Functional
Collaboration, Resource
Delegation, Stakeholder
Relations.

Product Design:

Systemic
Design, UX/UI Design,
Visual Design, Interaction
Design, Human-Centered
Design, PLM.

Innovation & Efficiency:

AI-Accelerated Design
Workflows, Rapid
Prototyping,
Design-to-Development
Handoff Optimization.

PROFICIENCIES

Design & Prototyping:

Figma, Figma Make, Adobe
Creative Suite, Zeplin.

Development & Handoff:

Storybook, AI, Basic
Technical Infrastructure
Integration.

Product Management &

Operations: JIRA,
Confluence, Microsoft
Office Suite.

EDUCATION

School of Visual Arts, BFA

Strategic Alignment & Delegation: Implemented an adaptive delegation strategy based on individual team strengths. Collaborated tightly with product managers and engineers early in design phases to validate business goals and identify technical constraints.

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

JULY 2018- DECEMBER 2019 | CONTRACT

Led the end-to-end design efforts for multiple high-impact experiences, including Verizon's flagship 5G initiative, resulting in increased user conversions and market adoption.

Spearheaded the creation and maintenance of a comprehensive design library for Verizon Business, effectively streamlining workflows and ensuring absolute brand consistency.

Mentored and coached a team of 10 junior designers, fostering their professional growth, portfolio development, and day-to-day collaboration.

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

JULY 2014 - JULY 2018 | Full-time

Orchestrated the full design lifecycle of the company's inaugural e-commerce platform, translating business objectives into an intuitive UI that drove a 35% increase in online sales and customer retention.

Leveraged continuous client feedback to iteratively refine user flows, lowering cognitive load and achieving a 20% reduction in bounce rates

Pioneered the creation of the firm's first comprehensive design system, saving 25% in design production time and ensuring visual alignment across all digital assets.

Managed and collaborated with an in-house creative team of photographers and retouchers to execute high-quality, on-brand visual assets.

Freelancer, New York, NY — *Designer*

MAY 2011 - JULY 2014 | Freelance Designer

Delivered tailored digital, visual, and interaction design solutions for diverse corporate clients and publications, including Makerbot, Rolling Stone Magazine, Men's Journal, Everest Broadband Network, Green Seal, NYCEFT, Draft FCB, and AT&T Adwork.