

# Lilly Hanscom

Product designer with extensive marketing background, focused on UX strategies for exponential growth

## EXPERIENCE

### **Beachbody, Remote** — *Senior Product Designer*

SEPTEMBER 2020 - *present*

- Designed and launched new add-to-shipment purchase experience for existing subscribers, resulting in \$5.3m in added sales revenue
- Conducted extensive NPS survey data analysis to identify key user pain-points impacting adoption and retention of BOD Groups product; findings lead to product roadmap decisions and aided executive visibility into product performance
- Redesigned and launched new iOS/Android sign-up experience to support In-App purchase of core Beachbody streaming product, resulting in increased mobile conversions of premium subscriptions
- Supported optimization testing, employing data-driven design to target highest impact growth opportunities for ecommerce experiences
- Lead team-wide transition to Figma, including managing tool implementation, designer onboarding, product org training and transfer of all historic designs into Figma from Sketch, while eliminating team spend on Zeplin and Invision
- Supported roll-out of Amplitude to track and measure success of design implementations and improve access to product analytics for designers
- Managed implementation of new design system, determining library hierarchy, grid, type and color styles, effects, Figma variants, design tokens, and thousands of UI components in use across design team
- Conducted extensive competitive and comparative analysis of UX/UI implementations to optimize designs of new features and enhancements for multiple products
- Conducted user research and user testing to validate and evaluate designs pre and post-launch, as needed

### **Ongo, San Francisco** — *Product Designer*

SEPTEMBER 2019 - July 2020

- Redesigned app sign-up and onboarding flows to improve user retention rate through first-user experience
- Improved *product-market fit* rating through personalized content recommendations and improved UI for easy content browsing
- Conducted user research and testing with largest Ongo customer and end-users, via surveys, interviews and task-based user testing
- Designed investor deck and lead messaging, content development and market research to aid seed fundraising effort
- Managed and maintained design system, helping establish design language and consistency of UI

**Tradecraft, San Francisco — *Product Designer***

DECEMBER 2018 - OCTOBER 2019

- Designed 0-1 product experience for new chronic pain management, Menda, establishing core value proposition via onboarding while educating users on Menda's treatment approach
- Redesigned sign-up and onboarding experience for Y Combinator alum, Curtsy, delivering a clearer value proposition and easier account set-up experience for new users

**Public Relations Consultant, San Francisco — *Freelance***

JANUARY 2017 - DECEMBER 2018

- Developed and executed PR and communications strategies for clients OneMedical, TheFrontSteps Realty, KellerWilliams, Bateman Group, BuildItGreen and GumGum, driving awareness through media coverage, inbound content strategy and thought leadership

**Sparkcentral, San Francisco — *Director, Communications and Content***

JANUARY 2016 - JANUARY 2017

- Managed and executed media, communications and content strategy across product family, driving demand in vertical markets by amplifying brand visibility and share-of-voice across the emerging social customer service space
- Collaborated closely with product marketers and product managers to support key feature launches, partnerships and customer wins
- Wrote whitepapers, blog posts and case studies to educate market, customers and analysts

**Sysomos, San Francisco — *Communications Director***

MAY 2015 - JANUARY 2016

- Conducted branding and messaging overhaul to support company's new vision and market offerings
- Drove communications strategies for company acquisitions, product releases and strategic customer wins
- Managed outside agency partners to execute media strategy and drive demand

**Citrix Podio, San Francisco — *Communications Manager***

JANUARY 2012 - APRIL 2015

- Managed and executed media and communications strategies that added more than 100,000 new users to the platform
- Drove all media relations programs, developed strategic product launch campaigns, managed customer PR and analyst relations
- Managed media relations for innovation labs products within the Citrix incubator

**Gist, Seattle — *Communications Consultant***

JULY 2011 - DECEMBER 2011

- Developed and executed post-acquisition messaging and media relations efforts, content strategy and

executive thought leadership program, elevating founder T.A McCann's business profile in startup community

**PracticeFusion, San Francisco — *Public Relations Manager***

JANUARY 2011 - JUNE 2011

- Joined as employee 55 and second communications hire to help with strategic funding announcement from Peter Theil and Founder's Fund
- Drove top-tier business and technology media coverage.
- Helped elevate the company's visibility and brand equity

**Launchsquad, San Francisco — *Senior Account Executive***

SEPTEMBER 2008 - DECEMBER 2010

- Managed media relations and executive comms programs for Yammer, Eventbrite, Evernote, Marketo, Splunk, ServiceSource and others

**Southern Cross Broadcasting, Perth, Western Australia — *Reporter***

JUNE 2007 - JUNE 2008

- Worked as a general reporter for a national radio station, setting daily news agenda, reporting from the road and producing and presenting hourly live news bulletins to large metro audiences

**EDUCATION**

**Azusa Pacific University**

*Health Sciences Certificate (2018)*

**Curtin University, Perth Western Australia:**

*Graduate Certificate: Public Relations & Marketing (2007)*

*Bachelor of Arts: Journalism (2006)*