



Lucy Hahn
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UX Research, Design & Strategy

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As a UX researcher, I enjoy collaborating to humanize problems and understand the systems around them. As a designer and strategist, I love crafting solutions that simplify complexity in ways that feel inclusive and intuitive – while also achieving outcomes that matter.

Education

Certificate, Interactive Design,
Rhode Island School of Design,
2020

B.A., English, *Summa Cum Laude*,
Tufts University, 2011

Recent Coursework:

Certificate, Human-Centered
Insights, IDEO, 2024

Core UX Skills

Ability to conceptualize the inter-
section of business needs and user
needs through various methods,
from interviews to ecosystem maps
to customer journey workshops

UI design, from iterative wireframes
to polished high-fidelity prototypes

Visual design that reflects UX goals
and adheres to brand standards

Accessibility strategy and testing

Content strategy and editing

Working knowledge of CSS,
JavaScript, and web architecture

Strong design/dev collaboration
skills through the project life cycle

Tools

Figma & FigJam · Miro · Adobe
Illustrator, InDesign · Hemingway ·
Stark · Slack · Notion · Qualtrics ·
HotJar · Maze · Otter.ai · Google
Suite · Builder.io · GitHub

Experience

UX TEAM LEAD, CENTER ON SOCIETY AND HEALTH

SCHOOL OF PUBLIC HEALTH, VIRGINIA COMMONWEALTH UNIVERSITY, RICHMOND, VA
DECEMBER 2024 – PRESENT

- Guiding our internal team in developing a business model canvas, defining our value proposition, and creating a team charter as our North Star

ESTIMATING THE COST OF SUICIDE IN VIRGINIA

PARTNER: VIRGINIA DEPARTMENT OF HEALTH

PROBLEM-FRAMING AND DISCOVERY PLANNING

PLANNED COMPLETION: JULY 2025

- Initiated discussion with funding partners to define the project's context, desired outcomes, and community engagement strategies – before the cost estimation data model is built
- Preparing to lead an ecosystem-mapping workshop with the funder in March

VIRGINIA'S OPIOID COST CALCULATOR 3.0

PARTNER: VIRGINIA DEPARTMENT OF HEALTH

DISCOVERY PROCESS & DATA UPDATE

PLANNED COMPLETION: JULY 2025

- Evaluated UX strategy, community impact, and future directions for our third release of a CDC-funded tool estimating how much the state's opioid crisis cost Virginians in 2022
- Conceptualized new outcome goals through discussion with the funder
- Built a research-based persona, journey map, and ecosystem map
- Evaluated web analytics and current site's heuristics to prioritize key areas for improvement
- Prepared for Spring 2025 interviews, cognitive walkthroughs, and co-design activities with diverse users
- Collaborated with the design/dev team and our principal investigator in our roadmap
- Identified and sketched short-term improvements for our upcoming July 2025 re-launch
- Launched informal collaboration with other opioid researchers to enrich our community engagement

UX TEAM LEAD, CENTER ON SOCIETY AND HEALTH

DECEMBER 2022 – PRESENT

VIRGINIA'S OPIOID COST CALCULATOR 2.0

UPDATE & EXPANSION OF EXISTING COST CALCULATOR SITE

PLANNED COMPLETION: JULY 2025

- Wireframed and prototyped county-specific profiles for our second release of a

Community Leadership

ADVISORY COMMITTEE MEMBER FOR WEB DESIGN ASSOCIATE'S DEGREE PROGRAM, BRIGHTPOINT COMMUNITY COLLEGE JANUARY 2025 – PRESENT

Provide input on the current program's relevance in preparing learners for the workforce

Planning to offer a guest lecture on accessibility in spring 2025

PROGRAM LEAD, INTERCAMBIO, SOMERVILLE ARTS COUNCIL FEBRUARY – APRIL 2020

Organized and facilitated a free community program connecting 20+ English-, Spanish-, and Portuguese-speaking residents to practice language and share cultural insights together through conversation and games

Adapted the program into a virtual format by hand-coding colorful, fun conversation prompt cards in English, Spanish, and Portuguese

Additional Skills

Certified in Mental Health First Aid, enabling me to respond to and help others who may be experiencing a mental health or substance use challenge

Fluent in Spanish

- CDC-funded tool estimating how much the state's opioid crisis cost Virginians in 2021 alone
- Managed project from design to development, integrating funder input throughout the process
- Supervised the teamwork of an epidemiologist, a writer, another designer, and a web developer
- Defined the content strategy for plain-language, inclusive narrative content
- Crafted accessible interactive data visualizations to show the distribution of opioid costs across the state and their relationship to community levels of poverty and income
- Attracted coverage by Axios Richmond and local TV stations, with 4.2K site visits since Jan. '24 launch

VIRGINIA WELLBEING DASHBOARD

**PARTNER: VIRGINIA DEPT. OF BEHAVIORAL HEALTH & DEVELOPMENTAL SERVICES
DESIGN & DEVELOPMENT OF A NEW WEBSITE**

LAUNCHED: NOVEMBER 2024

- Directed the design and development of a tool for exploring how social factors shape mental health and substance use at a population level
- Primarily managed our funder relationship, including winning the Health Secretary's approval – securing the political support needed to launch the site publicly
- Supervised the teamwork of epidemiologists, writers, other designers, and a web developer
- Rapidly iterated through wireframes and evaluated them with diverse users to improve the site's information architecture, learnability, trustworthiness, and transparency
- Led cross-functional journey-mapping and empathy-mapping workshops to create a shared understanding of both user needs and generate new possibilities for the future
- Crafted a content strategy emphasizing readability and community strengths
- Designed the site's visual language (typography, color palette, design system)
- Collaboratively designed data visualizations showing wellbeing outcomes and social factors in each community
- Trained team members to prioritize accessibility in our data storytelling, especially in our narrative content and interactive visualizations
- Wrote our Center's press release, receiving coverage in Mental Health Weekly
- Metrics: 4.7K site visits since launch, with 138 returning users

PARENTING BREAK

JANUARY 2022 – NOVEMBER 2022

FREELANCE UX DESIGNER & RESEARCHER

LARK DESIGN CO. (SELF-EMPLOYED)

SEPTEMBER 2020 – DECEMBER 2021

- Clients included a mix of non-profits and city government, from UpRoot Colorado and the Rural Peer Assistance Network to the Somerville Arts Council
- Project scopes ranged from an ecosystem-mapping workshop series to extensive discovery and wireframing to a full redesign of a microsite
- Led strategy meetings and design workshops with community partners
- Researched community needs through user interviews, cognitive walkthroughs, persona development, and journey-mapping
- Rapidly tested and iterated through wireframes, integrating user feedback
- Helped partners to identify new ways of measuring their community impact
- Assisted partners in finding new leverage points for enhancing their community impact and to reimagine their future service design and delivery models

SABBATICAL (COVID)

FEBRUARY 2020 – AUGUST 2020

MARKETING ASSISTANT

MIKYOUNG KIM DESIGN

SEPTEMBER 2018 – JANUARY 2020

- Crafted short promotional blog posts on featured projects for the internationally-renowned landscape architect's website
- Prepared marketing proposals, award submissions, and qualifications packages
- Contributed writing to the design narrative for a finalist proposal for the Detroit Institute of the Arts Plaza/Midtown Cultural Connections Design Competition

SABBATICAL (EDUCATION/TRAINING)

FEBRUARY 2018 – AUGUST 2018

DESIGN RESEARCHER

OFFICE OF THE CIO, TUFTS UNIVERSITY

SEPTEMBER 2017 – JANUARY 2018

- Led the development of a new data services strategy that won top university executives' support
- Coordinated ideation sessions on new ways of delivering data services
- Organized site visits to evaluate existing models and effective practices at other institutions
- Facilitated a workshop to synthesize insights on competitive analysis to contextualize Tufts' unique strengths
- Helped to develop use scenarios and user journey maps as part of a broader service strategy
- Integrated the service design team's concepts into a single strategy narrative, working closely with visual designer colleagues and incorporating stakeholder feedback throughout the process

EXECUTIVE ASSISTANT

OFFICE OF THE CIO, TUFTS UNIVERSITY

SEPTEMBER 2013 – SEPTEMBER 2017

- Crafted communications for the CIO, including supporting him in writing a vision and roadmap document for evolving the organization's priorities and capabilities
- Played a key role in planning and implementing change management communications for unifying Tufts' 17 separate IT service organizations into a single 270-person department
- Worked closely with the CIO to oversee projects, enable stakeholder alignment, and support effective collaboration across multiple units
- Piloted and launched a multi-year internship partner program with Bunker Hill Community College

COMMUNICATIONS ASSISTANT

EARTH UNIVERSITY / UNIVERSIDAD EARTH

JANUARY 2012 – FEBRUARY 2013

- Assisted the USAID-funded Costa Rican university of 400 students in publicizing a \$19.5M partnership with The MasterCard Foundation
- Wrote, edited, and translated digital content celebrating 40 Global Scholars, featuring agronomic engineering students from Latin America, Africa, and the Caribbean
- Interviewed students, alumni, professors, donors, and media visitors in both English and Spanish
- Created marketing materials (online and print) for multiple target audiences and helped ensure design reflected EARTH's messaging and values
- Helped plan content for English-language Facebook and Twitter pages, consulted on U.S. target market interests, created and proofread postings and tweets, and monitored social media mentions
- Published stories through WordPress and coordinated press release publication
- Supported the Director of Communications in hosting international media visits