

THOMAS HANNULA

SENIOR UX DESIGNER

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| www.thomashannula.com

Results-driven UX Designer and Front-End Developer with over 15 years of experience in UI/UX design, front-end development, web development, branding, and app development. Skilled in delivering tailored, high-impact digital solutions for complex projects. Successfully launched 100+ websites and applications, creating 100+ custom visual identities for a diverse client base, including Fortune 500 companies, entertainers, and professional athletes. Dedicated to improving digital accessibility and delivering user-friendly, innovative solutions that drive engagement and business growth.

WORK EXPERIENCE

Senior UX Designer / Front-End Developer
Prudential Financial

2020 - PRESENT

- Drive UX design and front-end development for 20+ association enrollment journeys and landing pages from concept to completion, ensuring seamless user experiences and successful project execution.
- Lead accessibility remediation to ensure compliance with ADA (Americans with Disabilities Act) and WCAG standards, improving usability for all users.
- Planned, designed, and developed the AICPA Comparison Tool, an interactive web app that helps users compare insurance plans, coverage options, and key details through a clear, user-friendly interface. Focused on improving user experience by simplifying complex information, streamlining decision-making, and ensuring users can efficiently access critical insurance data across devices.
- Train team members on ADA remediation practices, effective use of our custom content management system, and the creation of abandonment and confirmation email workflows, among other initiatives.

UI / UX Designer
Self Employed

2016 - PRESENT

- Develop, customize, and maintain WordPress websites with responsive design, SEO, and accessibility compliance to meet WCAG standards. Ensure optimal performance across devices by implementing best practices in coding, plugins, and site optimization.
- Create Figma prototypes for websites and apps to streamline the design process, improve user experience, and facilitate client feedback.
- Execute and optimize thousands of alt tags to ensure WCAG compliance and improve SEO, enhancing user experience with accurate, descriptive text alternatives.

UX Specialist
Berlitz Corporation

2019 - 2020

- Designed and developed wireframes, UI prototypes, and graphics for two major website relaunches, focusing on user experience, brand consistency, and responsive design. Collaborated with stakeholders to align solutions with business goals and user needs across desktop and mobile platforms.
- Created 500+ web pages for major website relaunches using the Contentstack Content Management System, ensuring accurate content migration, consistent user experience, and adherence to brand guidelines and accessibility standards.
- Designed, developed, and implemented targeted email campaigns, focusing on engaging content, responsive layouts, and effective call-to-action strategies to drive user engagement and conversions.

WORK EXPERIENCE CONTINUED

UI / UX Designer
ThinkDM2

2018 - 2018

- Conceptualized and developed innovative artwork and custom graphic design concepts for websites, print materials, emails, wireframes, prototypes, and digital ads, largely for technology-based companies. Created engaging, brand-aligned designs to ensure consistency across platforms and enhance user experience.
- Designed, developed, and implemented targeted email campaigns, focusing on engaging content, responsive layouts, and effective call-to-action strategies to drive user engagement and conversions.

Graphic Designer / Web Developer
Metro Ink

2009 - 2018

- Created 60+ WordPress websites and 100+ custom logotypes for clients across various industries, delivering responsive designs and brand-aligned visuals to enhance user experience and brand identity.
- Interviewed, trained, and mentored interns and new employees, providing guidance on best practices in design, development, and project management. Focused on building core skills in UX design, ADA remediation, content management systems, and digital workflows to enhance team productivity and performance. Created training materials and led hands-on sessions to ensure new team members quickly adapted to tools and processes for client needs.
- Designed and tested a variety of print materials, including brochures, posters, flyers, packaging, and large-format displays. Ensured high-quality production, visual consistency, and alignment with brand guidelines through collaboration with vendors and quality checks.

EDUCATION

Continuing Education | School of Visual Arts

2010 - 2013

B.S. in Communications, Design & Digital Media | CUNY: College of Staten Island

2009

CORE SKILLS

UI/UX Design	Brand Identity	Web Development
Graphic Design	Typography	Logo Design
ADA Remediation	Marketing	Photo retouching
Prototyping	Web Banners	Wireframes

TECHNICAL SKILLS

Bootstrap	Adobe Illustrator	HTML 5 / CSS 3
Javascript / jQuery	WordPress	Figma
Adobe Photoshop	Front-End Development	A/B Testing
Search Engine Optimization	Adobe XD	Mouseflow
WooCommerce	Elementor	Speed Optimization