

Hannah Luna

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Profile

Adaptable, curious, and holistic thinking aspiring Product Manager with 9 years of experience in design-thinking and 6 years of experience strategizing and solving complex problems with simple solutions. Offers deliberate and swift decision-making abilities, a strong customer focus, and expertise in program planning and execution.

Areas of Expertise & Skills

Strategy | Roadmaps | Program, Product, & Project Planning | Documentation | Data Informed Decision-Making
Time Management | Executive & Large Group Presentations | Design Thinking | User Research | Accessibility
Influencing | Prototyping | Change Management | Communication Plans | Qualitative & Quantitative Data Analysis
Survey and Focus Group Design | Requirement Documents | Driving Vision | Business Strategy | Problem Solving

Technology: Tableau | Monday.com | SQL | BigQuery | HTML | Figma | Miro | Airtable | Python | SPSS

Professional Experience

Senior Program Manager

JP Morgan | October 2022 - Present

- Strategized with global leaders to roadmap programs to support the growth of business and expansion of teams
- Planned and executed 5 programs to onboard 50+ new hires in highly technical and high-impact roles
- Defined team and program KPIs guiding team actions and expectations for program deliverables for the year
- Specified end-to-end program manager responsibilities by documenting processes to ensure team cohesion
- Designed surveys to measure all programs enabling 3 business segments to have comparable metrics across
- Developed 5 programs with 80% or higher completion and 90% or higher survey results from participants
- Produced requirements and mockups for 2 websites – an easy-to-navigate learning journey page and a learning resource page that brought together disparate resources making over 300 pieces of content accessible to users
- Maintained the team's book of work presentations to communicate team value to leadership and stakeholders
- Piloted, negotiated budget, demonstrated value, and created the team's architecture for a project management tool, leading to increased visibility and new metrics to make work more efficient
- Wrote personalized communications for various audiences to alert of launch and inform during the program

Lead Learning Experience Designer

Apple Inc. | October 2018 - September 2022

- Served over 10,000 store employees worldwide by creating technical, client, and sales skills learning products.
- Partnered with Product, Design, and Stakeholders to produce over 20 global learning products for employees
- Led 5 team members to build cohesive products that increased sales or promoted brand/client relationship
- Established focus groups to collect user feedback, enabling the team to improve on 6 flagship learning products
- Participated in 24-hour rapid development of learning products during new product announcements
- Supported Apple's most profitable times of year, annual product launch and holiday season
- Provided training measurement plans informing the team of what to target to increase employee performance
- Presented design work to over 60 people to share project background, research, and outcome

Instructional Technologist & Instructional Design Faculty Member

California State University, Northridge | June 2015 - August 2018

- Led a team of 6 students to improve campus adoption of a new ePortfolio system, with a 30% sign-up increase
- Developed marketing material, planned events to recruit 40 students, planned, and launched a virtual reality competition which produced 6 new VR prototypes
- Advised faculty across 8+ departments to produce content supported by technology for better student outcome
- Taught an upper-division course on Instructional Design to over 50 students with a rating of 4.8 out of 5, teaching students how to perform audience analysis, KPI development, design principles, and how to create client portfolio

Project Experience

Aperture a Photo-based App, CareerFoundry Certificate, January - July 2024

- Led a project to attract users by developing a new feature to combat and improve Aperture's declining user base
- Analyzed interaction, competitor, and survey data alongside customer verbatims in Airtable to form hypothesis
- Created a research plan by defining measurable criteria outlining methodology, tools, resources, and timeline
- Used “How might we...” questions, dot voting, and mind-maps in Miro to focus feature development
- Established personas and gathered customer feedback to solidify the vision, purpose, and goal of the feature
- Prototyped and performed A/B testing on Figma to determine the most valuable elements to the customer
- Produced a Product Requirements Document (PRD) to consolidate findings, prototypes, feedback, and milestones
- Conducted a HEART analysis to guide the product launch plan, ensuring a successful launch

Advocating for Monday.com, November 2023 - June 2024

- Piloted, advocated for, and built-out team architecture on Monday.com, a modern, easy-to-use, and adaptable tool for a team institutionally entrenched in a more outdated and cumbersome tool
- Pursued information about Monday.com and was among the first to pilot a workspace within the company
- Built team templates and workflows within Monday.com to encourage others to join the workspace
- Gained buy-in from the manager and two other team members who all began to use the tool
- Designed dashboards and data reports within Monday.com to add transparency and metrics to the work
- Influenced teams to join by presenting value and demos which resulted in project builds on Monday.com
- Presented time and cost saving data to managing directors to gain budget approval for the whole team
- Advised two other teams on how to build out their workspace to gain maximum efficiency in their operations

Education

Product Management Certificate | CareerFoundry, July 2024

Measurement, Evaluation, Statistics, & Assessment Certificate | University of Illinois Chicago, May 2023

Calculus & Python Programming | San Jose City College, May 2023

Master of Science in Instructional Design & Technology | California State University, Fullerton, May 2018

Google Analytics Certificate | Coursera by Google, August 2022

Data Visualization & Communication with Tableau Course | Coursera by Duke University, November 2020