Hannah Donovan Product Designer

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Profile

· +10 years making digital consumer-facing music & entertainment products
· Design generalist (research, UX, UI, visual design)
· Product manager (5+ years experience leading cross-functionally)
· Team leader (product, design, business). Managed up to 50 people
· Spoken at 35+ conferences internationally
· Entrepreneur, co-founder of two startups
· Equally versed in big companies and startup environments
· Domain expert in digital music and video inc. licensing, creators, camera/editing

Experience

Founder & CEO, TRASH

LOS ANGELES, USA (JAN 2018 — PRESENT)

TRASH is a VC-backed consumer-facing app building predictive editing for video, using AI to help people make videos in seconds and share them to a platform. TRASH launched on the App Store Q4 2019 after building early prototypes, raising money and hiring a team. They were featured on the App Store in March 2020 and have raised capital from top tier investors.

Responsibilities

· Product and design strategy and execution, including hands-on design and product management

· Fundraising and investor relations, business development

· Team leadership and business strategy with a focus on product launches, PR / comms strategy, hiring, runway and budget management.

General Manager, Vine (Twitter)

NEW YORK / SAN FRANCISCO, USA (MAY 2016 — JUN 2017)

Vine was an online entertainment community with more than 100 million viewers across the app and web each month. Part of Twitter Inc, Vine complemented Twitter's offering in short form with 6s looping videos that become iconic and led to digital creators landing Hollywood contracts, TV appearances and more.

Responsibilities

· Was brought in to lead Vine through a creative turnaround. Unfortunately, Twitter made the difficult decision to shut down Vine.

· Took on the task of creating the Vine Archive to ensure 3.5 years of video art/ culture stayed online. Also initiated and shipped the Vine Camera (iOS/Android) so that creators could continue to use their tool. Integrated the looping video output into the Twitter platform so it would play natively.

· Took over operations for the business working with Twitter partners in HR, finance, legal, corp dev and strategic partnerships. Managed the budget.

Team Lead, Drip

NEW YORK, USA (JUL 2015 — MAR 2016)

Backed by Expa (incubator founded by Garret Camp, Uber) Drip's mission was to reinvent fan clubs for the modern musician. Partnering with artists and labels including Skrillex' OWSLA and Diplo's Mad Decent to deliver audio and behind the scenes news and to subscribers, Drip was acquired by Kickstarter in 2016.

Responsibilities

· Lead the product in a re-focusing around 'fan clubs', strategizing new product market fit in a changing music landscape and delivering new designs, product direction and creative vision. Roadmap and release ownership

· Lead the product team (development, design and community), brought in best practices, facilitated product and design workshops

· Designed interfaces, flows and graphics for the website and mobile prototypes. Collaborated with and managed a brand designer on the project

· Delivered updates to the Expa team, interfaced with investors

VP Design, Ripcord (Viacom Music Group)

NEW YORK, USA (DEC 2014 — PRESENT)

Ripcord was a new creative technology studio backed by MTV. The mission is to marry digital products and content, and experiment with new consumer experiences to invent the future of media for Viacom.

Responsibilities

· Help lead the strategy and mission for Ripcord along with the leadership team

· Create a hiring plan for a team of developers and designers and hiring them, as well as helping lead how Ripcord works with freelancers and external agencies through developing a deep studio network

· Lead product design for all studio projects including advising on creative / technical process, team structure, goals and metrics. Create prototypes, pitch projects, design interfaces.
Help create the brand, identity and culture for Ripcord, and evangelize that both internally and externally

Co-founder, This Is My Jam

LONDON, UK (FEB 2012 — PRESENT)

This Is My Jam is a consumer music start-up incubated by The Echo Nest and independent since 2013. Jam enriches existing (but fragmented) song sharing online and connects people to more music they'll love by asking "what's your favorite song right now"? As every song is hand-picked, Jam cuts through the overwhelming choice in music online. 2M songs shared.

Responsibilities

· Design execution of the website thisismyjam.com including graphic design for screen such as icons, typography user interface design as well as user experience and interaction design

· Brand design including development of the Jam brand, the logo and visual identity included; contributing to the tone of voice development and copywriting

· Design execution on everything from leveraging data/user research to UX design to interactions to interface/graphic design and HTML/CSS

· Community management including writing community guidelines, responding to user feedback, as well as outreach within the music and tech communities

· Business strategy, business development, marketing and PR, as co-founder

Design Director of Independent Projects, The Echo Nest

LONDON, UK (OCT 2011 — APR 2013)

The Echo Nest is a Boston-based music data company that was acquired by Spotify in 2014. In 2011, The Echo Nest developed an R&D studio in London focused on creating consumer-facing products to showcase their music data.

Responsibilities

· Design execution and leadership for the studio, prototyping and bringing to market new ways of showcasing the Echo Nest APIs / R&D

Head of Design, Last.fm (CBS)

LONDON, UK (FEB 2006 – FEB 2011)

Last.fm is a music discovery service that was acquired by CBS in 2007 for $280M. A leader in music technology, Last.fm was one of the first companies to use attention data, big data and collaborative filtering algorithms for music discovery with 40+ million users.

Responsibilities

· Graphic, interaction and UX design execution for last.fm across multiple screens, including web, desktop, mobile, game console and hardware integrations.

· Design leadership and mentorship including hiring, developing and iterating the creative process/workflow, and working with other CBS creative teams, agencies and freelancers

· Design strategy for product, including leading and executing the redesign that helped position Last.fm for acquisition; Contributed to product strategy and vision, including concept development for new features and product roadmap

· Design education within a tech-driven organization, including creating a culture of design, and translating design thinking for business or tech-minded audiences

Education

University of Alberta, Bachelor of Design with Distinction, 1999 — 2003
Associate Diploma in Speech and Drama, Trinity College London — 1998

Awards

MTV O Music Award, WTF I Love This Award — Drinkify 2012
Webby Winner / People's Voice, Music — Last.fm 2007