

HANNA MCCARTHY

PORTFOLIO

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ABOUT ME

AT MY BEST, I INSPIRE OTHERS TO BE THEIR AUTHENTIC SELVES BY CREATING SPACE FOR THEM TO SHINE. I LISTEN. I BUILD THINGS. I AM INVESTED. I STEP WITH EMPATHY. I PURSUE ACTION AND AM NOT AFRAID OF TAKING ON THE WEIGHT OF DECISION AND RISK SO THAT THOSE AROUND ME FEEL SAFE TO BE CREATIVE AND COLLABORATE POSSIBILITIES.

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EDUCATION BACKGROUND



RECENT WORK: DESIGN THINKING FACILITATION



As an Experience Designer for Edward Jones, my role involves frequent facilitation of design-thinking workshops, teaching & training individuals in Design Thinking Principles, and setting up research initiatives around various projects for the Firm.

I am passionate about leveraging design to change business, improve strategy, and to invite courageous collaboration. Whether it's in-person or virtually, I love being able to teach my passion of design within the workplace to equip others with the skills needed to invite innovation in their work.

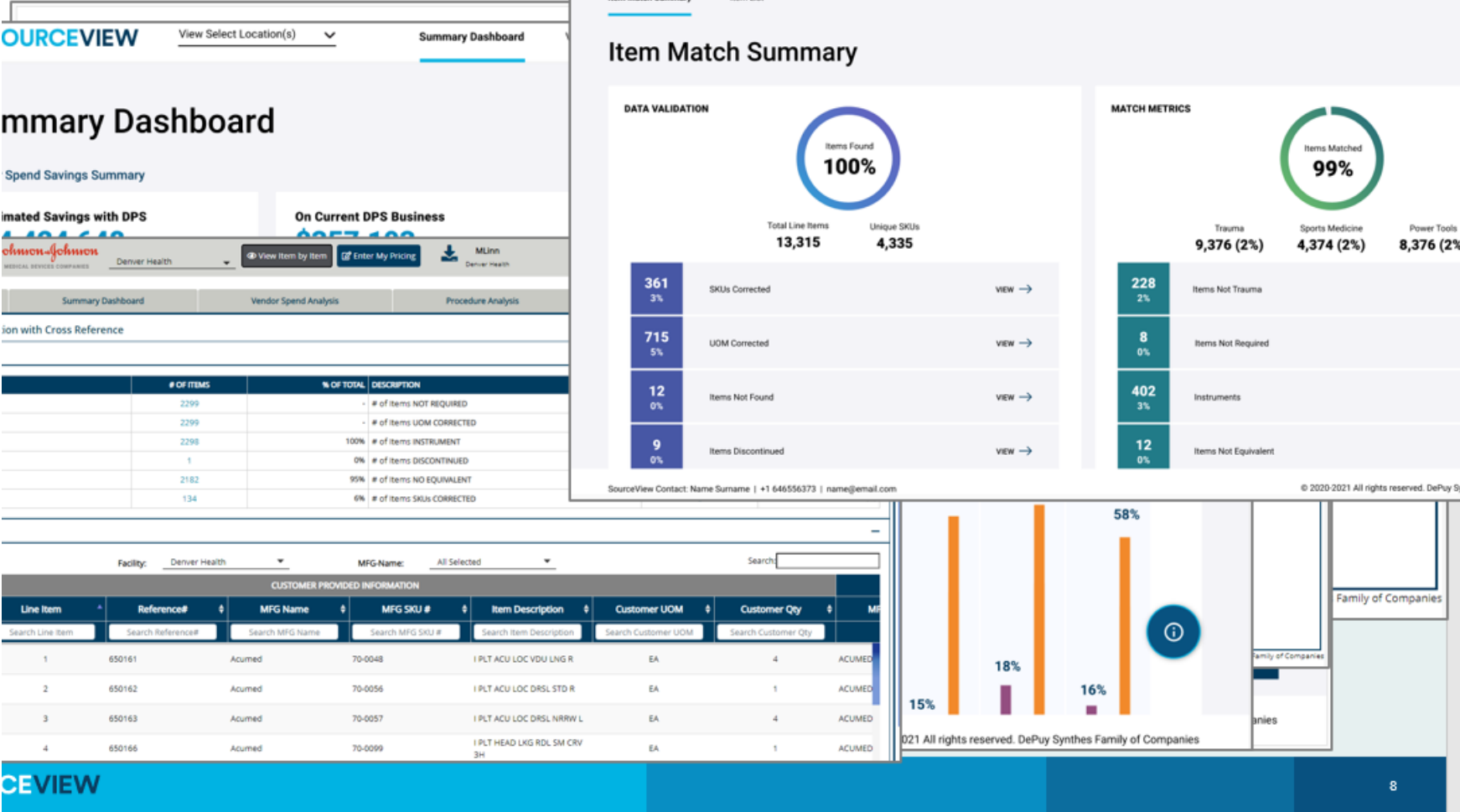
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EDWARD JONES ENTERPRISE DEI

During my time at Edward Jones, I led a design initiative to create, build, and test out a training academy, called JumpStart. The sole purpose of this initiative was to reduce unnecessary burdens to exploring, applying, and being hired as an advisor at EJ for women and POC by creating a positive and memorable study program to be attended while still working in one's current job and that creates a "fast track" to entering the Financial Advisor role.

- Led foundational research around problems and opportunities experienced by women/POC Financial Advisor candidates to speak to the potential solution
- Led Test & Learn around JumpStart - focused on the unique needs of the populations we were aiming to serve well
- In partnership of our marketing team, designed targeted marketing ads that were then used to engage and reach unique populations for JumpStart

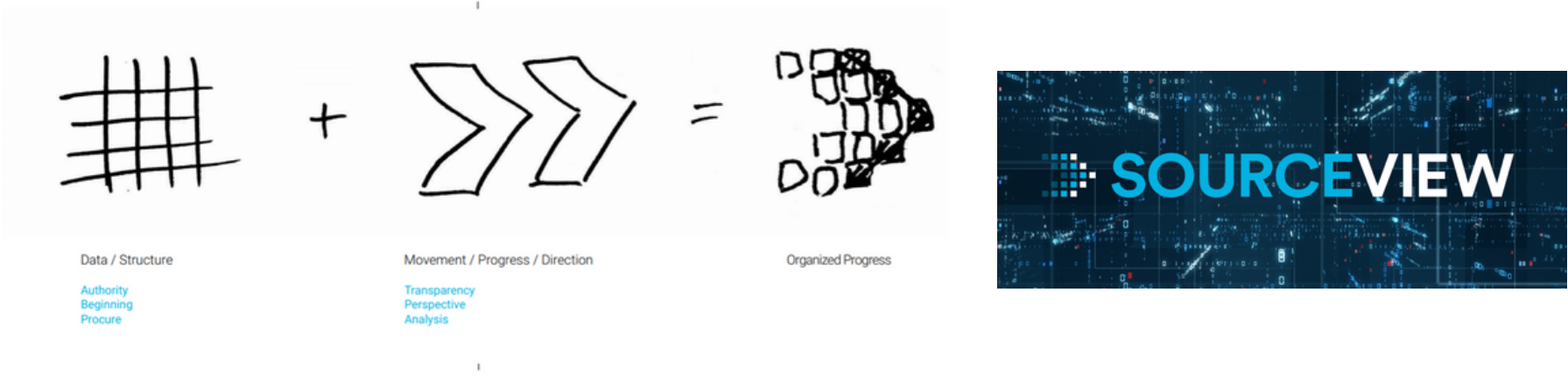
Preview – SourceView’s Capability



MEDICAL DEVICE

During my time at Johnson & Johnson, I led a branding project around a data solutioning program for all medical devices for sales consultants. This work included:

- 1.Value Proposition
- 2.Naming & Logo Creating
- 3.Branding and telling the story
- 4.Partnering with UX/UI in design to create websites
- 5.Created training program for Medical Device Sales Consultants on program



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JANSSEN PATIENT DRUG-THERAPY PROGRAM

During my time at the J&J Design Center, I worked on Janssen's Compass Program in 2 strategic capacities as a Project Design Manager.

- 1.Brand integration of 3 drug-therapies to be included in the Janssen Compass program
- 2.Design of patient guides for Janssen Compass. This included creating an Empathy Journey for patients. (These guides are confidential to J&J). This included Prep Guides, Welcome Call Guides, Support, and Check-in Call Guides. These guides were created with the Patient first mentality, with compassion, and empathy training. Every touchpoint was carefully laid out and each work was intentionally chosen to be a part of the Patient's journey.



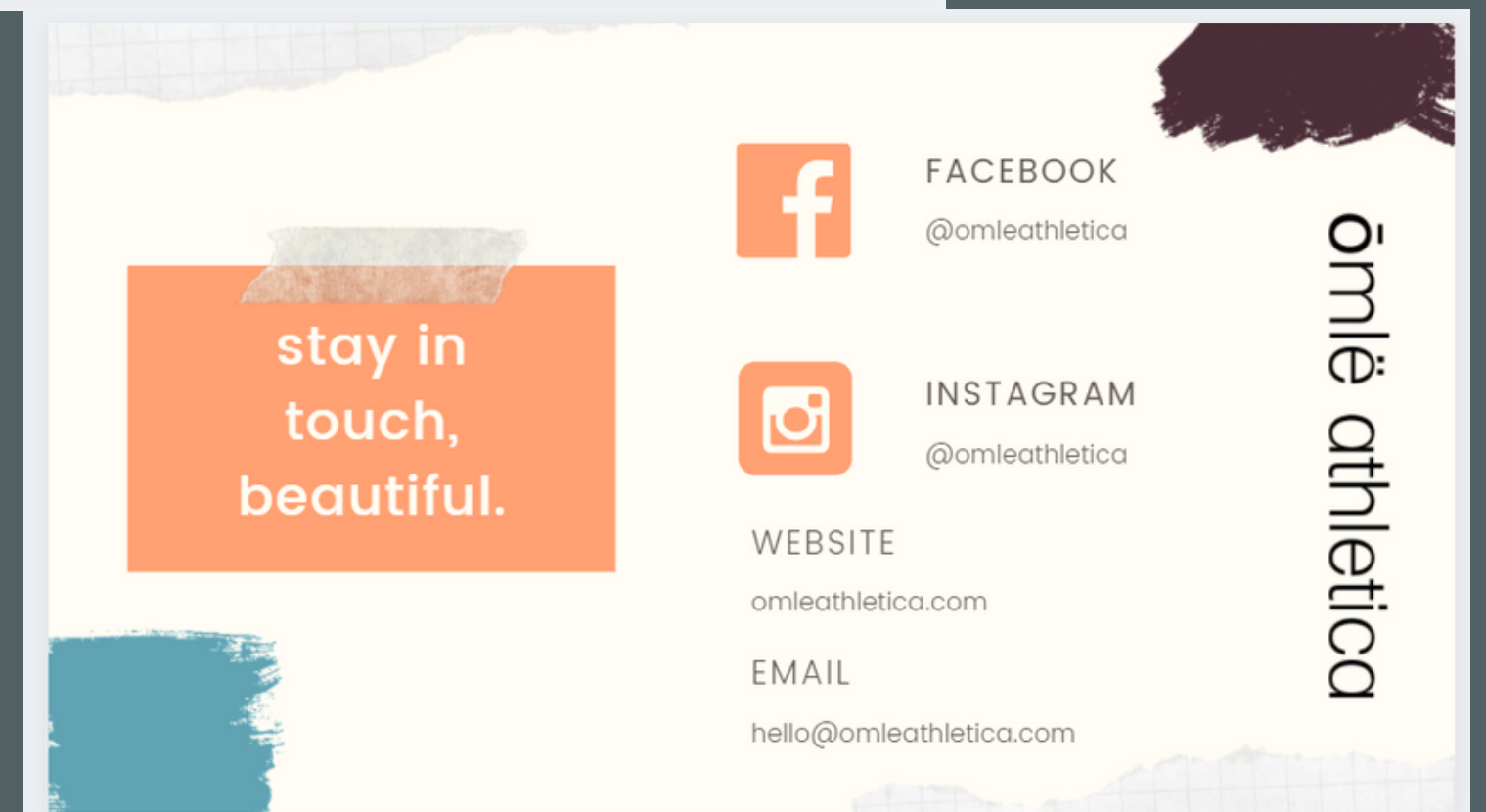
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In the summer of 2019, I worked on a project designing athletic-wear that targeted women sizes 00-24. I wanted to explore that retail industry and design a body-positive brand that resonated to women of all sizes. I developed a social media influencer program, spent time researching and developing a unique brand and messaging platform, and launched the own athletic brand, omle athletica.

This brand was sold in 2020 in the summer to an online retailer.

RETAIL & APPAREL BRANDING

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PRODUCT PACKAGING



During my time as a business mentor and coach for UVA's iLAB, an innovative think tank for start-ups, I coached a company from Tibet, named Tsampa Tsnacks. This company created a food product that was built to be a mindfulness snack experience. My assistance and coaching showed up in these areas of business development:

- User Research
- Branding
- Effective Packaging
- Story Development
- Value Proposition

RESILIENCE STORYTELLING



In November of 2019, I had the privilege to participate as a speaker for TEDxJNJ. My TED-Talk was on the power of resilience, particularly, how resilience can help shape a beautiful future. This experience was one of my favorites during my time at J&J as I got to study resilience in other's lives, in businesses, in history, and how resilience shapes decisions.

[Click here to watch the TedTalk.](#)

OUTWARD BOUND ARTICLES



For 4 years after undergrad, I worked as a wilderness instructor for adjudicated at-risk youth for a company called, Outward Bound. I love using the great outdoors as a leveling field for creativity. Additionally, I created and built out curriculum for Outward Bound courses in the areas of leadership, wilderness therapy, outdoor training, and more. Since then, I have kept up my writing for Outward Bound for their blog.

[Click here to see these articles.](#)

RESILIENCE EDUCATION



During my time in grad school, I taught Business Fundamentals for Resilience Education. From business planning to accounting, this experience reinforced my belief that business can change lives. I taught at the women's prison in Troy, VA.

Resilience Education stops cycles of incarceration by improving employment outcomes and reentry success through high-quality business education.

THANK YOU.

HANNA MCCARTHY