

HANNAH SPRING

Mixed Methods UX Researcher | Partner | Product Strategist

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SUMMARY

Mixed methods researcher with 11 years of experience bringing the voice and needs of users to improve products. My goal is to create momentum, galvanizing teams with a shared understanding, language, and a clear path forward.

EXPERIENCE

Senior UX Researcher, Mixed Methods

Meta 2020 - 2023 Seattle, WA

- Embedded on 4 product team to lead research across the product life cycle; influenced product strategy, content, and design for safety teams.
- Spearheaded interviews, surveys, and focus groups with parents of teens to support the development of 0-1 teen and family products on Instagram, including internationalization efforts.
- Developed a global tracking survey to measure user perceptions of safety on Messenger. Oversaw translation to 48 languages and expansion to all users. Socialized survey and data. Crafted a single stat that communicated the org's collective goal and became the 200+ person teams' north star metric.
- Led phased research on teen safety, starting with a review of existing research, and culminating in Research Camp where team members and leadership engaged with diary study artifacts and clips over the course of a week. Thirty-person team adopted a new vision and product direction.
- Supported 60 new UXRs during onboarding; mentored 12 ICs over two halves.

Principal UX Researcher

WeightWatchers 2017 - 2020 New York, NY

- Shaped the research function at the company's headquarters in NYC where I was one of the first UXRs.
- Spearheaded a two-year engagement with the Chief Science Officer, Chief Product Officer, and VP of Product to develop a user research-informed program for 2020, *myWW*. The results of my generative research, surveys, and randomized evaluations directly influenced *myWW*. *myWW* increased paid subscriber retention by 13 percentage points.
- Directed a partnership across research functions to inform product strategy and design execution for *ww.com*. Our combined efforts significantly increased subscription conversion on *ww.com*.
- Democratized research by training designers in usability testing methods. Stood up a process, templates, and onboarding that was used by the design team.

Senior Associate

ideas42 2013 - 2017 New York, NY

- Joined startup as 15th employee; adapted role with changing needs; managed a team of eight Associates and Senior Associates.
- Conducted foundational research, designed and implemented solutions, and planned and executed randomized trials for clients in 7 countries.
- Led a partnership to design, implement, and test localized solutions to improve women's health outcomes in Nepal. The project culminated in a six-month randomized trial with 30,000 clients across 36 health centers that led to a ~30% increase in uptake of women's health products.

Project Coordinator

Innovations for Poverty Action 2012 - 2013 Bungoma, Kenya

- Researched and designed health education and promotion tools for a Bill and Melinda Gates study on early child development.
- Led a team of four project managers and 25 field officers who trained, supervised, and supported 1,500 community healthcare workers.

PUBLICATIONS

"My Family Was Also Happy": Couples' Qualitative Reports of a Combined Behavioral Economics and Cognitive Behavioral Therapy Intervention to Reduce Alcohol Use and Intimate Partner Violence.

Journal of Violence Against Women

2023 <https://doi.org/10.1177/10778012231170866>

ACHIEVEMENTS

13 percentage point increase in paid subscriber retention

Led multi-phased research at WW that overhauled core investment and increased retention one full month, YOY.

North Star Metric

Championed the development of a survey + user perception of safety measure that became the North Star metric for my 200+ person product team at Meta.

16% increase in conversion

Recommended content changes for a teen safety feature, based on rapid usability testing, increasing conversion significantly.

6x growth of Global Health portfolio

Expanded global health projects for the non-profit from 1 to 6.

SKILLS

Data Analysis

Survey Design

Project management

Communication

In-depth interviews

Diary Studies

Storytelling

Ethnographic Studies

Vendor Management

Usability testing

R

Stata

Matlab

Figma

Descriptive Statistics

Prioritization

Iterative product testing

Cross-functional collaboration

Exploratory research

Creative problem solver

Market Research

UX Research

EDUCATION

Master of Science in Public Health

The University of North Carolina at Chapel Hill

05/2011 - 05/2012 Chapel Hill, NC

Bachelor of Science in Public Health

The University of North Carolina at Chapel Hill

08/2007 - 05/2011 Chapel Hill, NC

PUBLICATIONS

Combined Behavioral Economics and Cognitive Behavioral Therapy Intervention to Reduce Alcohol Use and Intimate Partner Violence Among Couples in Bengaluru, India: Results of a Pilot Study.

[Journal on Interpersonal Violence](#)

📅 2021 [🔗 https://doi.org/10.1177/0886260519898431](https://doi.org/10.1177/0886260519898431)

Using Behavioral Science to Design a Peer Comparison Intervention for Post-abortion Family Planning in Nepal.

[Frontiers in Public Health: Participatory Community Approaches for Social & Behavior Change](#)

📅 2016 [🔗 https://doi.org/10.3389/fpubh.2016.00123](https://doi.org/10.3389/fpubh.2016.00123)

Promoting Long-Acting Reversible Contraception among Post-abortion Clients with a Provider-Comparison Intervention: A Cluster Randomized Controlled Trial in Nepal.

[BMC Public Health](#)

Forthcoming

HONORS & AWARDS



Product changes on Instagram and Messenger, driven by my research findings, were publicized externally (2022-2023)



Received WW Jean Nidetch Award for work on myWW (2020)



Selected to present at a company-wide strategy event to an audience of 20,000 (2018)



Appeared on PBS NewsHour special on behavioral nudges and technology (2015)



Recipient of Elizabeth T. Williams merit-based, full-endowment scholarship for undergraduate school (2007)