LOGAN
HANEKAMP

Product Designer
Based in New York City

SKILLS

UX/UI Design

Design Systems
Information Architecture
Interaction Design
Prototyping
User Flows
Visual Design
Wireframing

Research

A/B Testing
Analytics & Metrics
Usability Testing
User Interviews
Surveys

Development

C/C++
HTML/CSS
Python

Tools

Adobe Creative Suite
Figma
Github
Google Analytics
Webflow
Wordpress

EDUCATION

University of Michigan

BS Information Science April 2023 | Ann Arbor, MI

Minor: Computer Science
Relevant coursework: UX Research Methods, Interaction Design, Human Computer Interaction, Web Design and Development, Data Structures, Software Engineering

EXPERIENCE

General Motors

Product Designer Jul 2023 - Present | Remote

Lead product designer for the Digital Activation initiative, transforming OnStar service activation into a digital experience while adapting to simultaneous app renovation. Initiated a global design consolidation effort for digital activation by crafting a scalable solution that balanced consistency across markets with unique regional requirements. Managed implementation of Chevrolet's new visual identity across key user interaction points, designing cohesive offers and services pages that elevated the brand site.

Customer Experience Design Intern June 2022 - Aug 2022 | Remote

Collaborated with cross-functional teams to redesign high-fidelity wireframes for brand sites' (GMC, Cadillac) account and e-commerce experiences. Analyzed research insights to introduce innovative design solutions. Presented comprehensive redesign strategies to senior leadership, highlighting business impact and UX improvements.

University of Michigan Athletics Department

UX Researcher + Designer Oct 2022 - Apr 2023 | Ann Arbor, MI

Partnered with the head of digital design for the athletics department to reimagine the ticket purchasing experience. Led comprehensive user research and usability testing to inform design decisions. Delivered high-fidelity prototypes that streamlined the ticket-buying journey, resulting in improved user satisfaction and conversion rates.

Microsite Health

Front-End Web Developer May 2018 - Aug 2021 | Remote

Developed web experiences for clients using HTML/CSS that balanced design with performance optimization, leading to improved conversion rates. Implemented a data-driven conversion optimization (increasing rates by 7%) based on provided UX data and analytics that was rolled out to the company's 200+ websites.

Freelance

Website Designer Jun 2017 - Jun 2022 | Chicago, IL

Designed and developed custom websites for local businesses, implementing SEO strategies and managing digital advertising campaigns. Optimized Google and Facebook advertising to boost rankings and increase client visibility.