

LOGAN HANEKAMP

/ Experience

Jul 2023 – Present	<div><div>General Motors</div><div>Designer</div><div>Associate Designer</div></div> <div><p>Led end-to-end design to reimagine OnStar service activation into a self-serve mobile experience, enabling for the first time customers across global markets to digitally activate services and app capabilities.</p><p>Drove the concept, design, and launch of the Explore250 mobile app, collaborating with the Department of Transportation, cross-functional teams, and executive leadership to shape product vision and deliver a comprehensive app experience.</p><p>Other highlights include redesigning the rewards program within the new design system and introduce new features for a major launch alongside the new credit card program, as well as independently conceptualizing and designing a Human Interface Design guideline website prototype, which directly led to executive endorsement and enabled a high-priority site launch.</p></div>
Jun 2022 – Aug 2022	<div><div>General Motors</div><div>Customer Experience Design Intern</div></div> <div><p>Redesigned account and e-commerce experiences for GMC and Cadillac, collaborating with cross-functional teams. Analyzed research insights to inform design strategy and create high-fidelity prototypes. Presented recommendations to senior leadership, demonstrating user experience and business impact.</p></div>
Oct 2022 – Apr 2023	<div><div>University of Michigan Athletics</div><div>UX Researcher + Designer</div></div> <div><p>Led a design team and conducted user research to redesign the ticket purchasing experience, streamlining the process and improving clarity. Delivered high-fidelity prototypes, collaborated with developers for implementation, and partnered with digital design leadership to define reusable design patterns.</p></div>
Jun 2021 – Aug 2022	<div><div>Microsite Health</div><div>Front-End Web Developer + Designer</div></div> <div><p>Designed and developed client web pages that improved UX, load speed, and conversion rates. Implemented data-driven optimizations that increased conversions by 7% across 200+ dental websites.</p></div>

/ Education

2019 – 2023	<div><div>University of Michigan</div><div>BS Information Science, Minor in Computer Science</div></div> <div><p>Relevant Coursework: UX Research Methods, Interaction Design, Human-Computer Interaction, Web Design & Development, Software Engineering</p></div>
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/ Skills + Tools

Design	Design Systems, Interaction Design, Visual Design, User Flows, Prototyping, Information Architecture, Responsive Design, Accessibility
Tools	Figma, Adobe Creative Suite, HTML/CSS, GitHub, Google Analytics
Personal	Creativity, Problem-Solving, Communication, Collaboration, Leadership