New York, NY   847-814-7744   loganhanekamp@microsite.com   linkedin.com/in/loganhanekamp/

LOGAN HANEKAMP

/ Experience

Jul 2023 – Present

General Motors
Designer
Associate Designer

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.

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.

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.

Oct 2022 – Apr 2023

University of Michigan Athletics
UX Researcher + Designer

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.

Jun 2022 – Aug 2022

General Motors
Customer Experience Design Intern

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.

Jun 2021 – Aug 2022

Microsite Health
Front-End Web Developer + Designer

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.

/ Education

2019 – 2023

University of Michigan
BS Information Science, Minor in Computer Science

Relevant Coursework: UX Research Methods, Interaction Design, Human-Computer Interaction, Web Design & Development, Software Engineering

/ 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