

# LOGAN HANEKAMP

## [ Experience ]

Jul 2023 – Present

### **General Motors** Product Designer

Led end-to-end design of OnStar's first self-serve mobile activation for iOS/Android across 7 regions, eliminating dealership dependency for activation and reducing call center burden and enabled thousands of self-serve activations in the first 6 months.

Redesigned the GM Rewards experience to support a new loyalty model and co-branded credit card, simplifying earning, redemption, and credit card management across a complex, multi-system ecosystem.

Drove product vision, design, and launch of the Explore250 mobile app in partnership with the Department of Transportation, collaborating with cross-functional teams and executive stakeholders.

Led design system governance, conducting component audits and establishing Figma token standards that enabled 4 GM brands to maintain consistency while reducing designer-developer handoff friction.

Conceptualized and designed a Human Interface Guidelines platform, securing executive endorsement and enabling a high-priority internal product launch.

Oct 2022 – Apr 2023

### **University of Michigan Athletics** UX Researcher + Designer

Led a design team to redesign the ticket purchasing experience, simplifying user flows and improving clarity across key purchase steps.

Conducted end-to-end user research, translating insights into high-fidelity prototypes and actionable design recommendations.

Partnered with marketing leadership to implement solutions and establish reusable design patterns.

Jun 2022 – Aug 2022

### **General Motors** Customer Experience Design Intern

Redesigned account and e-commerce experiences for GMC and Cadillac, improving navigation and clarity.

Synthesized research insights to inform product decisions and design strategy.

Presented design recommendations to senior leadership, aligning user needs with business goals.

Jun 2021 – Aug 2022

### **Microsite Health** Front-End Web Developer + Designer

Designed and developed custom healthcare websites, implementing data-driven optimizations that increased average client conversion rates by 7%.

## [ Education ]

2019 – 2023

### **University of Michigan** BS Information Science, Minor in Computer Science

## [ Skills + Tools ]

Skills

0 → 1 product launches, Design systems governance, Cross-platform (iOS/Android/web), Design systems QA, Multi-brand information architecture

Tools

Figma (components, tokens, prototyping), HTML/CSS, Adobe Creative Suite, GitHub, Google Analytics