

# LOGAN HANEKAMP

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New York, NY

## EXPERIENCE

Jul 2023 – Present

### **General Motors** Product Designer

Led end-to-end design and launch of OnStar's first self-serve mobile activation (iOS/Android, 7 regions), partnering with product and business stakeholders to shift activation strategy away from dealership dependency to enable thousands of activations within 6 months and reducing call center volume.

Drove redesign and launch of GM Rewards to support a new loyalty model and co-branded credit card, navigating complex business and system constraints to simplify earning, redemption, and account management across a multi-system ecosystem.

Defined and designed the product vision for Explore250, leading engineering and cross-functional teams to bring a 0→1 mobile experience to life in partnership with the Department of Transportation.

Owned design system governance for a mobile replatform, building 100+ production components across 5 brands. Partnered with engineering to implement design tokens, driving consistency, scalability, and faster development cycles. Established cross-channel Figma token standards to ensure system-wide consistency across web and mobile.

Conceptualized and secured executive buy-in for a Human Interface Guidelines platform, influencing internal product strategy and enabling a high-priority company-wide initiative.

Oct 2022 – Apr 2023

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

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

Conducted end-to-end research including user interviews, competitive analysis, and usability testing, translating insights into high-fidelity prototypes and recommendations that shaped product strategy.

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

Jun 2022 – Aug 2022

### **General Motors** UX Design Intern

Redesigned account and e-commerce experiences for GMC and Cadillac to improve navigation and presented design recommendations to senior leadership, aligning user needs with business goals.

Crafted and analyzed A/B tests for brand site experiences, using data insights to inform design decisions.

Jun 2021 – Aug 2022

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

Designed and developed custom healthcare websites using HTML/CSS, applying data-driven optimizations to improve user flows and increase average client conversion rates by 7%.

## EDUCATION

2019 – 2023

### **University of Michigan** Bachelor of Science in Information, User Experience Design Minor in Computer Science

## SKILLS + TOOLS

Skills

Product Design • UX/UI Design • Brand Design • Design Strategy • Product Thinking • Cross-Platform UX (iOS, Android, Web) • Prototyping • AI-Assisted Design Workflows • Prompt Engineering • User Research & Usability Testing • A/B Testing • Design Systems & Tokens • Component Architecture • Information Architecture • Accessibility • Visual Design & Typography • Storytelling • Cross-Functional Collaboration • Product & Engineering Collaboration

Tools

Figma • Claude • ChatGPT • HTML • CSS • Miro • Jira • GitHub • Photoshop