

# Samantha Hanson

Experience Designer / Chicago, IL

(559) 392-9982

samipick101@gmail.com

samanthahansondesigns.com

## Work Experience

### Experience Design Co-op

*Ahold Delhaize: Chicago, IL, May 2025 - Current*

#### Shoppable Content Team

- Collaborate with Shoppable Content, Retail Media, Product Design, Engineering, and external vendors to improve recipe discovery, search experiences, and sponsored content by auditing and integrating product data across partners, strengthening content reliability across eCommerce surfaces
- Reimagine recipe integration within eCommerce search results and engagement modules through user research, journey audits, competitive analysis, and rapid Figma prototyping, increasing recipe discoverability while preserving core search functionality
- Optimize sponsored banner and display experiences with Retail Media teams by refining product data and placement strategies, improving engagement across retail placements and supporting shoppable revenue experiences

#### Order Capture Team

- Collaborated with Order Capture, Product Design, Engineering, and cross-functional teams to streamline end-to-end eCommerce journeys across pickup and delivery flows, improving clarity in high-impact purchase decisions and supporting conversion and order completion
- Redesigned the Default Store experience across web and mobile to address pricing confusion, coupon mismatches, and shopping method ambiguity across 5+ ADUSA brands, improving consistency and reducing errors in cart and checkout flows
- Translated OKRs and user needs into scalable UI/UX solutions within an existing design system, evolving pickup and delivery experiences to strengthen decision clarity and create more intuitive shopping flows

### Design Coach

*Northwestern University, Evanston, IL / Jan 2024 - March 2025*

- Supported instruction, assignments, and student mentorship for Design Sketching and Design Thinking courses with 3+ faculty members across multiple course sections
- Designed a 15-page student workbook and supported development of design communication materials and coursework

### Branding and Web Design Intern

*Locago LLC, Chicago IL / July 2024 - Dec 2024*

- Established Locago's brand identity system, including color palettes, typography, and 15+ digital assets
- Designed responsive PCP and PLP experiences across web and mobile, improving boutique discovery and navigation usability

### Visual Design Intern

*Northwestern University, Evanston, IL / June 2024 - Sept 2024*

- Created 20+ branded merchandise and digital assets, including posters, stickers, and apparel for Northwestern's Engineering Design and Innovation (EDI) program
- Developed the "Pieces of Us" campaign theme for Camp EDI, shaping visual storytelling for a first-year orientation experience

### Graphic Design Intern

*PAWS Chicago, Chicago, IL / May 2022 - July 2022*

- Designed 30+ digital and print assets, including social media graphics, signage, and promotional materials
- Supported photo and video shoots and created event signage for a 500+ attendee fundraising event (Beach Party 2022)

## Education

### Northwestern University

*Evanston, IL / Sept 2023 - March 2025*

Masters of Science: Engineering Design Innovation

GPA: 3.86

### University of California, Santa Barbara

*Goleta, CA / Sept 2019 - May 2023*

Major: Art

GPA: 3.82

Awards: Dean's Honors (Winter 2021- Fall 2022)

## Awards

### Kellogg School of Management, Kellogg Design Challenge

*Evanston, IL / May 2024*

- 2nd place winner for designing an AI productivity solution for Hyster-Yale, earning a \$5,000 prize

### Undergraduate Exhibition, Secret Meeting Of Ducks

*Goleta, CA / June 2022*

- Selected for UCSB Department of Art and the Art, Design & Architecture Museum exhibition Secret Meeting of Ducks, featuring 97 artists and 50+ works, with my piece Eye'll Be Watching (2022) included

## Skills

**Design:** UX Design, Product Design, UI Design, Design Systems, Wireframing, Prototyping, User Flows, Journey Mapping, Branding

**Research:** User Research, Usability Testing, User Interviews, Competitive Analysis, Heuristic Evaluation, Accessibility (WCAG)

**Tools:** Figma, FigJam, Adobe Creative Suite, Canva, Jira, Confluence, HTML/CSS (Basics), Google Workspace, Microsoft Office

**Collaboration:** Cross-Functional Teams, Stakeholder Management, Agile Collaboration, Developer Handoff, Project Management