

Kenna Hansen

user experience designer

630-743-3730

kennahansen.com

kenna.s.hansen@gmail.com

linkedin.com/in/kennahansen

education

University of Illinois

B.S. Advertising

Minor Computer Science

Undergraduate

Research Certificate

May 2021

Nielsen Norman Group

Application Design for Web
and Desktop

April 2022

skills

design

prototyping

user flows

logo design

UX design

information architecture

photography/videography

research

moderating user research

qualitative usability testing

competitive analysis

quantitative user surveys

WCAG accessibility audits

tools

Figma

Sketch

Agile methods

Microsoft Office

Adobe Creative Cloud

programming

Java

HTML/CSS/JavaScript

soft

empathy

leadership

communication

passionate

experience

UX Strategist | Eversana Intouch

Chicago, IL | August 2021 - Present

- Define customer experience and rapidly produce prototypes, wireframes and high-fidelity mockups to communicate design for 50+ diverse digital products
- Conduct qualitative user interviews and organize data analytics report to understand user behavior and drive design improvements, increasing customer satisfaction
- Perform 20+ WCAG 2.0 AA accessibility compliance audits, provide remediation strategy, and assist creative and development team in deployment
- Define user stories and user workflows to articulate cross-functional customer journeys to stakeholders
- Collaborate with creative team provide guidance for visually appealing design comps including UI and layout

Web Developer & Media Producer | Keenowa

Chicago, IL | January 2017 - Present

- Define product strategy by taking a customer driven approach to design and develop 9+ intuitive websites for various clients using Wordpress and HTML/CSS
- Create design guidelines including innovative logos and branding material for 3+ companies using Adobe Illustrator
- Over a two-month period, directed, filmed, and edited three apartment tour videos using Adobe Premiere Pro

SEO Analyst Intern | LifeQuotes.com, Inc.

Darien, IL | June 2019 – January 2020

- Responsible for full SEO site audit, analysis and delivered actionable development report to development team
- Used industry trends and emerging technologies to design a user-friendly site while considering business needs
- Increased site traffic by 10% by working in a collaborative environment to consult with CEO and support engineers

Social Media Manager & Marketing Intern | Brave

Chicago, IL | June 2017 – August 2018

- Designed website to craft a user experience that efficiently conveys lessons and information to teachers
- Mentored 50 Chicagoland girls through teamwork, coding, leadership, problem-solving, and public speaking
- Managed social media channels planning for execution of digital marketing strategies and community management increasing engagement by 33%