

# HAYDEN HANSON

Chicago based UX Designer with 6+ years of experience designing for healthcare, hospitality, C-store, QSR, loyalty, and more.

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## SKILLS

User research  
User/SME interviewing  
Public speaking  
Wireframing  
Prototyping  
Journey mapping  
Research synthesis  
Task flows  
Site/app maps  
Usability testing  
Front-end development  
Project management  
Team leadership

## TOOLS

Figma  
Axure  
Sketch  
InVision  
Adobe Creative Suite  
HTML/CSS  
JavaScript  
Microsoft Office  
Adobe XD  
ProtoPie  
Jira  
Confluence

## EDUCATION

Illinois State University, '13-'17  
B.S in Arts Technology

## EXPERIENCE

**McDonald's** August 2022 – August 2023 (Contract)

### Senior Product Designer

Led cross-functional design efforts for customer-facing channels (mobile app, kiosk, website), collaborated with product, design systems, accessibility, and technology teams. Drove discussions to define and execute design requirements for Digital Feedback Collection, Kiosk Basket, McDelivery Customer Name, and more. Contributed to design systems, documented changes, and provided ongoing design and development support for production experiences and assets.

**Inspire11** March 2021 – August 2022

### UX Design & Strategy Consultant

Managed end-to-end UX/XD projects, guiding a team of three designers for a crucial pharmaceutical healthcare client. Took charge of project coordination, team performance, timelines, and served as a direct contact for the client. Pitched innovative concepts to clients, explored market potentials, and contributed to our internal growth efforts.

**Deloitte Digital** July 2018 – March 2021

### Associate UX Designer

Collaborated with cross-functional teams to craft innovative solutions for top-tier clients in industries such as C-store, hospitality, healthcare, loyalty, and more. Produced diverse deliverables including wireframes, personas, and user research. Supported pitch deck creation, contributing to successful new business acquisition.

**Designation** July 2017 – March 2018

### UX Designer

I worked with several teams in a 24-week, highly collaborative program leveraging user research to create digital experiences for two Chicago clients.