

KENNA HANSEN

CHICAGO, IL

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PROFESSIONAL SUMMARY

Senior Product/UX Designer with five years leading end-to-end product design across complex digital platforms. Experience in UX strategy, research, accessibility, and Figma, delivering scalable, user-centered solutions while independently managing multiple priorities in fast-paced environments.

SKILLS

- **UX Design & Product Delivery** – End-to-end product design, interaction design, information architecture, prototyping, high-fidelity UI, design systems, responsive design, accessibility-first UX (WCAG 2.2 AA)
- **Research & Insights** – User interviews, usability testing, heuristic evaluations, competitive analysis, journey mapping, personas, synthesis, insight storytelling, data-driven decision making
- **Collaboration & Execution** – Cross-functional partnership, stakeholder communication, Agile/Scrum, design scoping, autonomous workstream management, product strategy, requirements translation, code remediation
- **Tools & Technologies** – Figma (expert), Figma Make, Claude Code, Miro, Sketch, Adobe Creative Cloud, Hotjar, Optimal Workshop, Evince, HTML, CSS, AI-assisted design tools
- **Leadership** – UX strategy, cross-functional collaboration, stakeholder influence, design systems, accessibility advocacy, research leadership, intern mentorship

WORK EXPERIENCE

DOSTUFF MEDIA, Chicago, IL

06/2025 – Present

UX Product Designer (Contractor)

- Serve as sole designer for a subscription platform, rapidly building domain expertise and delivering production-ready solutions within the first sprint, enabling fast product adoption and accelerated delivery timelines.
- Own UX strategy and execution across onboarding, ticketing, and account management experiences, independently managing priorities and communicating recommendations to stakeholders, supporting product scalability and user satisfaction.
- Direct end-to-end design efforts including user flows, wireframes, prototypes, and stakeholder collaboration, helping align business objectives with user needs.
- Redesigned onboarding userflows to achieve a 500% improvement in user retention and streamlined ticket-transfer experiences, reducing user confusion and lowering customer support demand.

EVERSANA INTOUCH, Chicago, IL

06/2021 – 06/2026

UX Strategist, Researcher (08/2022 – 06/2026)

Associate UX Strategist (08/2021 – 08/2022)

UX Intern (06/2021 – 08/2021)

- Independently managed 5–10 concurrent workstreams supporting 150+ digital products, prioritizing projects and delivering strategic UX initiatives from discovery through execution, helping accelerate delivery timelines and improve team efficiency.
- Led UX initiatives for 30+ complex web platforms, guiding UX workshops, concept development, prototyping, and iteration in partnership with product and engineering leaders to deliver scalable design systems, including AI-assisted systems built in Figma Make.

- Planned, moderated, and synthesized 20+ qualitative and quantitative research studies, translating findings into actionable recommendations, supporting product decisions, and improving usability.
- Conducted 50+ WCAG 2.2 AA accessibility audits and guided remediation efforts, including developing AI agents (Google Agentspace) to help teammates complete accessibility conformance reports, educating stakeholders and developers, and helping reduce compliance risks and improve user accessibility.

LIFEQUOTES.COM INSURANCE, Darien, IL

06/2019 – 01/2020

UX/UI Designer

- Designed consumer-facing insurance experiences within complex regulatory and technical environments, collaborating with engineering to deliver production-ready solutions, enhancing user experience and supporting digital engagement goals.
- Created intuitive interfaces, improving usability while balancing compliance requirements and business objectives.

EDUCATION

Bachelor of Science (BS) in Advertising, Minor in Computer Science, UNIVERSITY OF ILLINOIS, Urbana-Champaign, IL

CERTIFICATIONS

Trusted Tester Process & Certification Program, US DEPARTMENT OF HOMELAND SECURITY (*anticipated 09/2026*)

Application Design for Web & Desktop, NIELSEN NORMAN GROUP (2022)