

# Kenna Hansen

senior ux strategist

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## SUMMARY

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Senior UX Designer with 4+ years owning end-to-end product design across complex digital platforms, with a proven ability to deliver independently in fast-moving, multi-stakeholder environments. Experienced scoping, managing, and executing concurrent design workstreams from discovery through polished, high-fidelity delivery. Brings strong systems thinking, deep Figma expertise, and research fluency, with a track record of rapidly building context, adapting to new product domains, and maintaining high design quality throughout the engagement.

## EXPERIENCE

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### UX Strategist / Researcher | Eversana Intouch | Chicago, IL August 2021 – Present

- Operate independently across 5–10 concurrent workstreams spanning 150+ digital products, scoping projects, managing priorities, and delivering strategic design work from discovery through final execution with minimal oversight.
- Lead end-to-end product design for 20+ complex web platforms, owning UX workshops, concepting, prototyping, and iteration, contributing to scalable design systems in close partnership with product managers and engineering leads across multiple product areas simultaneously.
- Plan, moderate, and synthesize 20+ qualitative and quantitative research studies (interviews, usability testing, heuristic evaluations), independently translating insights into design decisions and product recommendations.
- Conduct 50+ WCAG 2.2 AA accessibility audits, synthesize findings into an actionable report, and educate stakeholders, guiding updates throughout development stage

### UX / Product Designer (Contract) | DoStuff Media | Chicago, IL June 2025 – Present

- Embedded as sole designer on a contract engagement, rapidly built context on a complex subscription product and began delivering high-quality design within the first sprint.
- Owned design across three major product areas (onboarding, ticketing, accounts), scoping and executing each workstream autonomously while communicating progress and rationale clearly to non-design stakeholders.
- Optimized the onboarding flow to drive a 500% improvement in user retention; simplified the ticket transfer flow to significantly reduce user confusion and support burden.

### UX/UI Designer | LifeQuotes.com Insurance | Darien, IL June 2019 – January 2020

- Designed consumer-facing insurance experiences within strict regulatory and technical constraints, adapting quickly to a new domain and delivering production-ready designs in collaboration with engineering.

## SKILLS

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**UX Design & Delivery:** End-to-end product design, interaction design, information architecture, prototyping, high-fidelity UI, design systems, responsive web design, accessibility-first UX (WCAG 2.2 AA)

**Research:** User interviews, usability testing, heuristic evaluations, competitive analysis, synthesis & insight storytelling, journey mapping, user personas

**Collaboration & Process:** Cross-functional partnership, stakeholder communication, Agile/Scrum, autonomous workstream management, design scoping

**Tools:** Figma (expert), Figma Make, Claude Code, Lovable, Miro, Sketch, Adobe Creative Cloud, Hotjar, Optimal Workshop, Evince, HTML, CSS

## EDUCATION & CERTIFICATIONS

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### B.S. Advertising, Minor in Computer Science May 2021

University of Illinois Urbana-Champaign

### Application Design for Web and Desktop April 2022

Nielsen Norman Group