

SAMANTHA HANSON

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EDUCATION:

NORTHWESTERN UNIVERSITY, Evanston, IL Fall 2023 - March 2025
Masters of Science: Engineering Design Innovation
GPA: 3.86

UNIVERSITY OF CALIFORNIA, SANTA BARBARA, Goleta, CA Fall 2019 - 2023
Major: Art
GPA: 3.82
Awards: Dean's Honors (Winter 2021, Spring 2021, Fall 2021, Winter 2022, Spring 2022, Fall 2022)

PROFESSIONAL EXPERIENCE:

AHOLD DELHAIZE USA, Chicago, IL June 2025 - Current
Experience Design Co-op

- Collaborate with senior experience designers to enhance end-to-end e-commerce experiences for web and native apps, focusing on cart and checkout flows
- Prototype UI/UX improvements in Figma, contributing to product updates and design system evolution
- Present improvements to default store and shopping method selector to the Digital XD team
- Coordinate with project manager and researchers to leverage data analytics for informed design decisions

NORTHWESTERN UNIVERSITY, Evanston, IL January 2024 - March 2025
Design Coach to Professor Sabrina Katz, Alex Birdwell, Amy O'Keefe, and Tran Ha

- Assisted instruction, assignments, and student support for Design Sketching and Design Thinking
- Designed 15-page student workbook and assisted with assignments for Design Communication

LOCAGO LLC, Chicago, IL July 2024 - December 2024
Branding and Web Design Intern

- Led Locago's cohesive brand identity, creating a style guide with color palettes, typography, and digital assets
- Designed and prototyped Locago's pitch deck, PCP, and PLP for web and mobile, ensuring platform usability

NORTHWESTERN UNIVERSITY, Evanston, IL June 2024 - September 2024
Visual Design Intern

- Designed branded merchandise and digital assets (18 posters, 8 stickers, apparel) to elevate visibility for Northwestern's Engineering Design and Innovation (EDI) program
- Developed "Pieces of Us" theme for Camp EDI, emphasizing empathy and community for first-year orientation

PAWS CHICAGO, Chicago, IL May 2022 - July 2022
Graphic Design Intern

- Designed 30+ digital and print assets, including social media graphics, event signage, and promo materials
- Contributed to photo/video shoots and created 15+ event signs for the 2022 Beach Party with 500+ guests

LEADERSHIP AND SERVICE:

GAMMA PHI BETA SORORITY, Goleta, CA December 2019-2020
Newsletter Chair

- Designed and conceptualized the 2020 Winter Newsletter for the Gamma Phi Beta Sorority
- Coordinated with 158 members to curate content, including photos, to create an on-brand publication

Rho Gamma September 2022

- Guided and supported 48 potential new members throughout sorority recruitment

ACCOMPLISHMENTS:

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

- My "Masterful Tears" artwork series was selected and featured at Reel Loud Film and Arts Festival

SKILLS & QUALIFICATIONS:

- Technical: Google Workspace, Microsoft Office, Figma, Adobe Creative Suite (Premiere Pro, InDesign, Illustrator, Photoshop, After Effects), Canva, Python Mu
- Creative Expertise: branding, UI/UX design, prototyping, user research, video editing, wireframing, A/B testing, visual storytelling, graphic design, presentation design, design system implementation, user-centered design
- Professional Skills: project management, cross-functional teamwork, project management, design development