

Mack Hanaman

Senior UX Designer & Researcher

mkz.hana@gmail.com | 708.828.4793 | mackattack.design | linkedin.com/in/machanaman

Summary

Senior UX/UI Designer with over 8 years of experience optimizing enterprise-level digital experiences. Proven ability to lead cross-functional teams and implement data-driven design solutions that streamline workflows, reduce user errors, and enhance engagement. Adept at creating user-centered designs through comprehensive research, usability testing, and prototyping. Passionate about mentoring teams to elevate overall design output.

Relevant Skills

UX/UI Methods: UX Strategy, Wireframing, Prototyping, A/B Testing, Usability Testing, Heuristic Evaluation, Design System Development

Front-End Technologies: HTML5, CSS3, JavaScript, React, Angular, Bootstrap

Design Tools: Figma, Adobe XD, Sketch, Axure, Adobe Creative Suite

Platforms: Azure, SharePoint, AirTable

Analytics: Google Analytics, Azure Analytics, UX Metrics, User Testing Insights

Leadership: Team Mentorship, Cross-Functional Collaboration

Highlighted Experience

Lead UX Consultant | Haasemann Enterprises | 2023–present

Independent Contracts; Multiple Projects

- Lead kick-off meeting with primary stakeholders to establish project parameters.
- Conduct regular conference calls to discuss UX objectives
- Complete Competitive Analyses
- Perform heuristic analyses and develop UX guidelines alongside custom design system
- Coach UX process for independent/start-up development teams
- Utilize AI to create meta-user data via prompt engineering

Senior UX Researcher | Corteva Agriscience | 2022–2023

Future ERP SAP S/4HANA Project

- Led the digital strategy development across mobile and web platforms, optimizing enterprise solutions for over 20,000 employees.
- Increased user productivity by ~25% through user research, usability testing, and interactive prototype development for enterprise platforms.
- Managed digital content on corporate platforms, ensuring compliance with accessibility standards, leading to a ~30% improvement in content usability.
- Directed user task flows and crafted responsive email templates, improving engagement by ~15%.
- Designed and deployed reports on UX performance metrics, influencing data-driven decisions that led to a ~20% enhancement in user satisfaction.

Senior Product Designer | Corteva Agriscience | 2019–2022

Field Management Apps, SeedPro Project

- Created company-wide visual design system for use in multiple enterprise applications for pc, mobile, and tablet use cases.
- Spearheaded UX design for web/mobile applications, reducing production task time by ~30%.
- Collaborated with developers to implement front-end design using HTML, CSS, and JavaScript, improving cross-browser compatibility.
- Led and mentored a team of junior designers, increasing design output by ~20% while elevating UX best practices across the division.

Lead UX/UI Designer | VestHQ | 2018–2019

Harbor Project

- Created a 1-stop user interface for 401(k) transfers, reducing user friction by ~35% and increasing engagement by ~20%.
- Coached and led stakeholders through product development using UX practices from concept, refinement, and enhancements of proposed features to an MVP state.
- Conducted heuristic evaluations and research, identifying key insights that influenced executive-level decisions on product development.

Education

Designation UX Certification Program | 2018

Columbia College Chicago | Bachelor's Liberal Arts and Sciences | 2007 - 2010