

# Linden Hansen

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## EDUCATION

### Stanford University

B.S. in Design, AI & Digital User Experience Track | Minor: Creative Writing | GPA: 3.88

Stanford, CA

2024 - 2028

Relevant Coursework: DESIGN1: Introduction to Design, DESIGN11: Visual Thinking, CS106A/B: Programming

Methodology & Abstractions, CS124: From Languages to Information, DESIGN101: History and Ethics of Design, DESIGN235: Industry Pioneers Designing the Future.

## DESIGN, STRATEGY & RESEARCH EXPERIENCE

### Curious Cardinals | E-learning Mentor Network

Remote | San Francisco, CA

Designer

December 2025 - Present

- Designing complete brand system for K-12 "Timeless Skills in an AI Era" pitch competition, including 16+ marketing templates, social media assets, merchandise (t-shirts, hats), and web landing page in Webflow.
- Design work helped secure Google as official competition sponsor.

### Anthos Capital | Consumer and Technology Investment

Remote | Santa Monica, CA

Anthos Consumer Lab

September 2025 - Present

- Source 2-3/week prospective consumer investments to Anthos VCs, resulting in 2 successful founder intros so far.
- Participate in bi-monthly consumer trend sessions with investors and founders.

### Thingtesting | Brand Discovery Platform

Remote | New York, NY

Editorial Content Creator

September 2025 - December 2025

- Researched, designed, and wrote weekly consumer newsletters reaching 60K+ readers, uncovering 8-10 brand launches, 6-8 industry news headlines, and 2-3 brand collaborations.
- Authored bi-monthly editorial features exploring emerging consumer behavior (ie. "From Fryer to Face Cream: The Beef Tallow Boom", "Why is Paper Everywhere?"), driving a 10% increase in newsletter opens.

### BopBop | Early-Stage Consumer Fashion Startup

Los Angeles, CA

Product Design & Marketing Intern

June 2025 - September 2025

- Developed Shopify backend: input product data (24+ SKUs), built product upload template for future launches; redesigned 3+ site pages for functionality, supported by user research through Google Analytics and Meta Pixel.
- Produced Instagram and TikTok content, leveraging CapCut and Adobe Creative Suite (30K+ views).
- Collaborated with Willa Creative web development team, a brand consultancy whose clients include Brightland, Set Active, Calpak, and House of Harlow.

## EXTRACURRICULAR CAMPUS INVOLVEMENT

### Stanford Center for Innovation in Design Research | Longevity in Wellness

Stanford, CA

Consumer Behavior Researcher

December 2025 - Present

- Conducting 10 hours weekly of consumer behavior research on Gen Z attitudes toward longevity in wellness.

### On Call Café | Student-Run Campus Café

Stanford, CA

Creative Development Team & Events Marketing Strategy

November 2024 - Present

- Co-leading a team of ~12 students in organizing events curated toward the Stanford student body.
- Revamped On Call Café website, driving 44% YoY traffic increase (10K visits, 7.9K unique visitors, 19K pageviews).
- Created "Founders Night @ On Call", a speaker series hosting CPG founders from the Bay Area community.

## SKILLS & INTERESTS

- Technical: NLP, C++, Python, CSS/HTML, Webflow, Excel, Figma, Adobe Suite, Shopify, Slack, Notion, Pitchbook.
- Creative: design thinking, market trend analysis, social media strategy, copywriting.
- Languages: Spanish (proficient), Thai (elementary).
- Interests: Substack, vintage fashion, snowboarding, hiking, local coffee shops, house music, open-world RPG.