

HANNAH SECKENDORF

CONTACT

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NOTABLE SKILLS

Design Strategy | Workshop Design & Facilitation | Stakeholder Alignment | Ethnographic Research | Audience Analysis | Qualitative User Research & Usability Testing | Persona Development | Vision Alignment | Design Sprint & Agile Methodologies | Digital Innovation | Brand Strategy | Client Partnerships | Biomimicry | Miro | Figma | Comfort navigating ambiguity | Grace under pressure

PRESENTATIONS & WRITING

2024 How spatial technology is emerging as a cultural shift | MediaCat
2023 Finding our virtual third spaces, and happiness, online | MediaCat
2023 The Real Life Filter Bubble | Decode
2023 Keeping Time Online | Decode
2023 Marketing In the Metaverse | HBS
2017 Google Daydream Event
2016 Games for Change Conference

TEACHING ASSISTANTSHIPS

2019, 2020 VR + X: The Potential of VR to Transform Nearly Anything
2017 Summer @ Brown: Introduction to Virtual Reality

CERTIFICATIONS / AWARDS

2024 Certificate in Biomimicry & Biodesign | Pratt Institute

2020 Co-Captain of Brown Women's Varsity Squash Team | Scholar Athlete | Three-time Brown Student-Athlete of the Week | Melucci-Morphy Award
2016 Junior US Women's National Squash Team

2018 Certified NAUI Rescue Diver | Specialties in: Biodiversity Assessment, Peak Performance Buoyancy, Night Diving and Fish Identification

EDUCATION

BROWN UNIVERSITY

Class of 2020

B.A. in Cognitive Neuroscience | Cumulative GPA 3.88 | Relevant Coursework: Human Factors, Personality Assessment, Persuasive Communication, Perception & Mind, Statistical Methods, Computing Foundations, Artists & Scientists as Partners

EXPERIENCE

SMALL WHEEL DRIVE

Venice, CA

Freelance Design Strategist

March 2024—Present

Providing mixed-methods research, cross-functional workshops, interdisciplinary strategy, and design services to diverse clients such as SuperLA, Erria, The Center of Self, and Luca Lowe.

UNIT9

Brooklyn, NY / London, UK

Experience Design Strategist

September 2022—February 2024

Served as the lead Strategist on assigned client projects across spatial technology, digital innovation, product development, and experience design, touching a multitude of online and offline platforms for clients such as Meta, Schneider Electric, and MTV.

FRAMEWORK

New York, NY

Design Strategist / Chief of Staff

August 2020—August 2022

Joined as first hire to drive thoughtful user experience across all product initiatives through facilitating cross-functional design sprints, designing desktop and mobile flows, running user interviews and usability testing, and defining and maintaining brand identity.

BROWN MULTIMEDIA LABS

Providence, RI

Creative Technologist

February 2019—March 2020

Developed group trainings on VR equipment, provided assistance and project consultation on the use of VR equipment and software, and democratized access to VR by producing 360 experiences to showcase in a custom-built mobile VR cart.

SOFAR SOUNDS

Providence, RI

Providence Team Lead

September 2017—March 2020

Organized and hosted secret concerts in unusual venues with up-and-coming artists. Coordinated with artists, local businesses, and residents to secure lineups and venues; filmed and photographed event content; designed impromptu stages; emceed events.

NATIONAL GEOGRAPHIC

Washington, DC

Immersive Media Intern

Summer 2019

Assisted the Impact Media team in producing videos that showcase the work of National Geographic's explorers while helping envision National Geographic's future in the immersive media space through R&D of VR and AR storytelling.

EVENT LAB

Barcelona, ES

Virtual Reality Intern

September—December 2018

Assisted in the design and execution of Unity-generated VR social science experiments that used VIVE full-body tracking to investigate the potential real-time VR embodiment has in changing our sense of identity and implicit racial biases.

HERE BE DRAGONS

Los Angeles, CA

Virtual Reality Intern

Summer 2018

Supported business development and creative strategy work through creative technology research in which I provided competitive assessments of the VR industry landscape through weekly analyses and video reels, which were presented in company-wide meetings.

IVY FILM FESTIVAL

Providence, RI

New Media Team Lead

October 2017—May 2020

Led the team responsible for curating a global selection of new media student work, building projection-mapped installations to market the festival, and designing and running a showroom to host our immersive programming.