

# HANNAH SECKENDORF

## CONTACT

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## PROFESSIONAL SUMMARY

Interdisciplinary Design Strategist with 5+ years of experience bridging research, design, and strategy to shape products, brands, and experiences. Proven track record navigating the design challenges of emerging mediums and emergent ideas for global clients (Meta, BBC, Schneider Electric) and early-stage founders alike.

## NOTABLE SKILLS

Design Strategy | Brand Strategy | Service Design | Journey Mapping | Workshop Design & Facilitation | Stakeholder Alignment | Qualitative User Research & Usability Testing | Persona Development | Vision Alignment | Design Sprint & Agile Methodologies | Digital Innovation | Client Partnerships | Startups | Ethnographic Research | Audience Analysis | Futures & Systems Thinking | Founder Partnerships | Miro | Figma | Comfort navigating ambiguity | Grace under pressure

## WRITING, TEACHING, SPEAKING

2024 How spatial technology is emerging as a cultural shift | MediaCat  
2023 Finding our virtual third spaces, and happiness, online | MediaCat  
2023 Real Life Filter Bubble | Decode  
2023 Keeping Time Online | Decode  
2023 Marketing In the Metaverse | HBS  
2020 VR + X: The Potential of VR | T.A.  
2017 Google Daydream | Presenter  
2017 Introduction to Virtual Reality | T.A.  
2016 Games for Change | Presenter

## CERTIFICATIONS / AWARDS

2025 Certificate in Regenerative Design | Regenes Institute  
2024 Certificate in Biomimicry & Biodesign | Pratt Institute  
2020 Co-Captain of Brown Women's Varsity Squash Team | Scholar Athlete  
2018 Certified NAUI Rescue Diver  
2016 Junior US Women's Squash Team

# EDUCATION

## BROWN UNIVERSITY

B.A. in Cognitive Neuroscience

Class of 2020

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

Design Strategy Consultant

Venice, CA

March 2024—Present

Lead end-to-end design strategy engagements for clients across technology, architecture, and culture sectors. Partner directly with founders and executive teams to define foundational strategy across product and brand. Conduct research, facilitate workshops, and produce tangible artifacts that clarify vision and streamline go-to-market execution.

## UNIT9

Experience Design Strategist

Brooklyn, NY / London, UK

September 2022—February 2024

Led strategy on multi-million-dollar projects for clients including Meta and Schneider Electric, focusing on experience design within spatial technology. Delivered strategic insights and led co-creation workshops that informed executive-level decisions, improved stakeholder alignment across global cross-functional teams, and positioned UNIT9 as a trusted partner for innovation.

## FRAMEWORK

Strategist / Researcher / Chief of Staff

New York, NY

August 2020—August 2022

Joined as the first hire to build the company's design research and strategy practice, working directly with founders to shape product direction as we grew to serve 100,000+ users. Conducted 100+ user interviews and usability tests, synthesizing insights and facilitating insight-driven design sprints that informed major product launches and improved user retention.

## BROWN MULTIMEDIA LABS

Creative Technologist

Providence, RI

February 2019—March 2020

Trained and advised students and faculty on VR hardware and software, broadening adoption of immersive media on campus. Democratized access to VR through a custom-built mobile VR cart.

## SO FAR SOUNDS

Providence Team Lead

Providence, RI

September 2017—March 2020

Designed, produced, and emceed live concerts in unconventional venues. Scaled Sofar Sounds' Providence presence through building partnerships with artists and venues.

## IVY FILM FESTIVAL

New Media Team Lead

Providence, RI

October 2017—May 2020

Curated global new media student projects and led immersive programming initiatives. Directed design and installation of projection-mapped marketing campaigns and interactive showrooms.

## NATIONAL GEOGRAPHIC

Immersive Media Intern

Washington, DC

Summer 2019

Researched and prototyped VR/AR storytelling formats to expand explorers' immersive media capabilities. Supported the Impact Media Team's video production of explorers in the field.

## EVENT LAB

Virtual Reality Intern

Barcelona, ES

September—December 2018

Assisted in the design and execution of Unity-generated, full-body tracking VR social science experiments. Investigated how VR embodiment changes our sense of identity and racial biases.

## HERE BE DRAGONS

Virtual Reality Intern

Los Angeles, CA

Summer 2018

Contributed to business development, competitive assessments, creative technology research, and creative strategy work that informed pitches, partnerships, and projects.