

# HANNAH SECKENDORF

## CONTACT

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## NOTABLE SKILLS

Experience Design Strategy | Workshop Design & Facilitation | Digital Innovation | Storytelling | Client-Facing Communication | Design Sprint Methodology | Brand Positioning & Strategy | Product Design | Comfort navigating ambiguity | Grace under pressure

## CERTIFICATIONS / AWARDS

Certified NAUI Rescue Diver | 50+ dives logged | Specialties in: Project Aware Data Collection, Peak Performance Buoyancy, Night Diving, Fish Identification, Boat Diving, and Deep Diving

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

## TEACHING ASSISTANTSHIPS

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

## PRESENTATIONS & WRITING

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

## EDUCATION

### BROWN UNIVERSITY

Class of 2020

B.A. in Cognitive Neuroscience | Cumulative GPA 3.88

### UNIVERSITAT DE BARCELONA

Fall 2018

Consortium for Advanced Studies Abroad | Psychological, Sociological, and Audiovisual Studies

## PROFESSIONAL EXPERIENCE

### UNIT9

New York, NY / London, UK

Experience Design Strategist

September 2022—January 2024

With a focus on experiential and spatial design, I supported the Strategy team and the wider business as the day-to-day discipline stakeholder and senior team member on assigned client projects across digital innovation, product development, and experience design, touching a multitude of online and offline platforms.

### FRAMEWORK

New York, NY

Chief of Staff / Experience Designer & Strategist

August 2020—August 2022

As Framework's first hire, I worked cross-functionally to drive thoughtful user experience and polished interfaces across all product and marketing initiatives. Towards this end, I facilitated design sprints, designed desktop and mobile flows, ran user interviews and usability testing, and defined and maintained brand identity across all products.

### 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.

### SO FAR 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 and promote the work of National Geographic. Additional responsibilities included R&D of storytelling potential of immersive storytelling platforms to help envision National Geographic's future in the immersive media space.

### EVENT LAB

Barcelona, ES

Virtual Reality Intern

September—December 2018

Assisted in the design and running of Unity-generated VR social science experiments. With the help of VIVE full-body tracking, we investigated 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

Synthesized the landscape of the VR industry in weekly analyses and videos, which were presented in company-wide meetings. Further responsibilities included creative technology research, new business support, and creative strategy.

### IVY FILM FESTIVAL

Providence, RI

New Media Team Lead

October 2017—May 2020

Led the team responsible for both curating a global selection of new media student work and harnessing emerging technology to market the festival. Our selection was showcased in a custom-built VR Arcade space alongside our own projection-mapped installations.