

Linden Hansen

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EDUCATION

Stanford University

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

Relevant Coursework: Programming Methodology, Linear Algebra & Multivariable Calculus, Visual Thinking

Stanford, CA

2024 - 2028

CONSUMER BRAND, STRATEGY & DESIGN EXPERIENCE

BopBop | Early-Stage Consumer Fashion Startup

Los Angeles, CA

Design & Marketing Intern

June 2025 - Present

- Research Gen Z consumer trends, utilizing Google Analytics and Meta Pixel to inform marketing approaches.
- Create social media (Instagram & TikTok) content, leveraging CapCut and Adobe Creative Suite technical tools.
- Develop Shopify backend: inputting product info, refining UX design, optimizing for user functionality.
- Assisted with professional product photoshoot: styling, model direction, and behind-the-scenes content.
- Work with the web development team at Willa Creative, a brand consultancy whose clients include Brightland, The Honey Pot Co., Set Active, Calpak, and House of Harlow.

On Call Café | Student-Run Campus Café

Stanford, CA

Creative Development Team

December 2025 - Present

- Contribute to creative strategy as one of 8 core members.
- Make drinks during bi-weekly four-hour shifts as a Barista.
- Revamped Café website, building “Meet The Team”, “Menu”, and “About” pages to improve usability.
- Produced Instagram Reels (15K+ views) to drive student engagement.
- Collaborated on physical space expansion and design improvements; spearheaded a mug donation campaign.

SPARK Magazine | Literary Magazine

Jackson Hole, WY

Founder, Editor-in-Chief, Writer, Designer

September 2022 - June 2024

- Founded and led a literary/arts/culture magazine to amplify student creative voices and inspire expression.
- Published monthly issues; designed spreads, edited submissions, and contributed personal writing (featured in *The Jackson Hole Daily*).
- Crafted a Wix website to house published issues; increased site sessions by 107% in three months.
- Raised \$300+ for site domain funding by organizing a student-run pop-up thrift store, using donated clothes.

CAMPUS INVOLVEMENT

Stanford Women in Design

Stanford, CA

Community Team Member + Event Organizer

February 2025 - Present

- Co-organized a founder speaker panel, including the team behind SourMilk, fostering community around early-stage entrepreneurship.

The Stanford Daily

Stanford, CA

Columnist

September 2024 - Present

- Write bi-weekly column “Overheard at Stanford”, providing playful insight into campus culture.

SKILLS & INTERESTS

- Skills: Python, CSS/HTML, Figma, Adobe Creative Suite, Shopify, Google Analytics, Slack, market research, trend analysis, social media strategy, copywriting, Spanish (proficient), Thai (elementary).
- Interests: Substack newsletters, consumer brands, sustainable fashion, design-led venture capital, cultural trends, wellness, community building, coffee shops.