

ERIC WILLIAM HANSON

a product designer with a relentless passion to connect people with powerful experiences that simplify their world

416.886.3449
eric@ericwhanson.com
ericwhanson.com

Relevant Experience

UX Designer
TVO
Toronto, Canada
Mar 2021-Present

Led the development of *TVO Today* and *The Thread* across web, iOS, and Android platforms. Conducted user research and prioritized features with stakeholders and product manager. Produced *The Thread Live* on Instagram and Youtube.

UX Specialist, Co-Op
Rotman Commerce,
University Of Toronto
Toronto, Canada
May 2020- Aug 2020

Performed primary and secondary research, literature reviews and used design thinking methods to create solutions that helped to engage primary and post secondary teacher collaboration

Design Researcher
Innovation Hub,
University of Toronto
Toronto, Canada
Sept 2019- Feb 2020

Performed primary and secondary research, literature reviews and used design thinking methods to create solutions that helped to engage primary and post secondary teacher collaboration

Strategy Intern
Traffik Group
Toronto, Canada
Feb 2019- Mar 2019

Conducted research, data analysis and social media tracking for brands such as *Hain Celestial*, *Scott's Canada*, *Kroger*, *Chevron* & *Target*. Created a robust asset management system for client while working extensively for both brand and social strategy within the agency to gather insights and propose strategies

Freelance Designer
Eric Hanson Design
Toronto, Canada
Sept 2014- May 2018

Developed creative strategies and executed projects for various GTA clients including *York University*, *Bold Magazine*, and the *Tourism Authority of Thailand*. Worked collaboratively with clients to develop print and digital solutions, including graphic design and UX.

Education

University Of Toronto
2019-2021

Master Of Information,
UX Design & Critical Information Policy

OCAD University
2019-2021

Bachelor Of Design, Advertising & Entrepreneurship

Skills

Adobe XD	Premiere	Strategy	Information Architecture
Figma	After Effects	Art Direction	User Research
Framer	Illustrator	Copywriting	Usability Testing
Miro	InDesign	Graphic Design	CSS/HTML