

Hanson Leung

Los Angeles, California

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Education

University of Southern California, Jimmy Iovine and Andre Young Academy

Bachelor of Science – Arts, Technology, and the Business of Innovation

Minor – Advertising & Risk Management

GPA 4.0/4.0; Dean's List

Los Angeles, California

Aug 2020–May 2024

Experience

Founder & Creative Director, Proxima Creative (proxima-creative.com)

Consult with businesses to craft effective visual identities and build digital design systems that align with organizational goals.

Philadelphia, Pennsylvania

Jun 2017–Present

Co-Founder & CPO, Punchcard (punchcardapp.com)

Designed user research structures to support the development of key app features and delivered modular design prototypes in an agile work environment for a platform where customers can subscribe and save to local businesses.

Los Angeles, California

Dec 2021–Oct 2022

Product Strategist, Fisher Price

Provided strategic consulting and research into emerging technologies and Fisher Price IP within specific customer segments under USC's Industry Lab program.

Los Angeles, California

Feb 2022–May 2022

Projects and Activities

Creative Strategist, Trojan Marketing Group (trojanmarketinggroup.org)

Analyze industry trends and conduct market research to develop and produce pro-bono marketing strategies and campaigns for LA businesses and non-profits.

Los Angeles, California

Feb 2022–Present

Design Director, USC LavaLab (usclavalab.org) – Student Startup Incubator

Teach club members a curriculum on product design, UI / UX, and branding principles. Mentor teams through brainstorming, need-finding, user research, pitching, and MVP building.

Los Angeles, California

Aug 2021–Present

Skills and Interests

Web Languages and Platforms

HTML, CSS, Intermediate JavaScript & PHP, SQL, Google Web Tools (Workplace, Analytics, Search Console), Webflow, Shopify, Stripe

Design and Creative Tools

Office 365, Atlassian Suite, Adobe Suite (InDesign, XD, Illustrator, Photoshop, Lightroom, Premiere, After Effects), Figma, Microsoft Paint, Blender, Fusion 360, Final Cut Pro, Logic Pro

Interests and Hobbies

Photography (hanson.photos), screen printing, creating Slack gifs, party planning, live streaming, music production, distance running