**Hanson Leung**
Los Angeles, California

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## Education

**University of Southern California**, Jimmy Iovine and Andre Young Academy — Los Angeles, California — Aug 2020–May 2025
Bachelor of Science – Arts, Technology, and the Business of Innovation
Minor – Risk Management & Advertising
GPA 3.96; Dean's List

## Experience

**Content Design Intern**, Apple — Cupertino, California — Aug 2023–Present
Define and prototype user interfaces and frameworks, contribute to branding and identity design, and support internal media production.

**Design Freelancer**, Proxima Creative — Philadelphia, Pennsylvania — Jun 2017–Present
Consult with businesses to craft effective visual identities and build scalable digital design systems that align with organizational goals.

**Technology Consulting Intern**, Ernst & Young — Los Angeles, California — Jun–Jul 2023
Collaborated cross-functionally to deliver ERP technology transformation solutions. Developed an end-to-end data interchange workflow to automate integration testing.

**Strategy Contractor**, Northrop Grumman & Mattel — Los Angeles, California — Feb 2022–Apr 2023
Conducted research on emerging technologies, intellectual property, and workplace culture, delivering strategic insights and recommendations as part of USC's Industry Lab program.

**Co-Founder**, Punchcard — Los Angeles, California — Dec 2021–Oct 2022
Built a platform to discover, purchase, and redeem subscriptions to local businesses. Strategized user research structures to support the release of key app features and created a component-based design library.

## Organizations

**Creative Strategist**, Trojan Marketing Group (trojanmarketinggroup.org) — Los Angeles, California — Feb 2022–Present
Analyze industry trends and conduct market research to develop and produce pro-bono marketing strategies and campaigns for LA businesses and non-profits.

**Design Director**, LavaLab (usclavalab.org) – Student Startup Incubator — Los Angeles, California — Aug 2021–May 2023
Taught club members a curriculum on product design, UI / UX, and branding principles. Mentored teams through brainstorming, need-finding, user research, and MVP building.

## Skills and Interests

**Skills**
Product design & UX research (portfolio.hansonl.work), web development, product management, data analytics, databases, agile.

**Design Tools and Software**
Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Premiere, After Effects), Figma, Sketch, Blender, Fusion 360, Final Cut / Logic, Webflow, Atlassian Suite, Microsoft 365, Google Workspace.

**Languages, Technologies & Frameworks**
HTML / CSS, JavaScript, PHP, SQL.

**Interests and Hobbies**
Photography (hanson.photos), screen printing, animating Slack-mojis, concerts, running (run.hanson.fun).