



## Michael Hanson

Product Designer & Design Leader

For ten years, I have been leading teams crafting world-class experiences for coaches, athletes, and teams across multiple markets and platforms. I'm passionate about the craft of building software and inspiring others to do amazing work.

### Design Manager • 2020–2024

Hudl (Remote)

Working as a manager and individual contributor:

- Designed and launched a new data and video platform for multiple sports, on both mobile and desktop.
- Rapidly prototyped new advanced visualizations, interactions, and video + data experiences.
- Contributed to development in React.js, HTML, and CSS, building dynamic and responsive user interfaces.
- Achieved promotions for teammates through intentional, empathetic coaching.
- Crafted Hudl's design team values, directing the team's work and career development tracks.

### Senior Product Designer • 2014–2020

Hudl (Remote)

- Helped craft a basketball experience that achieves a world-class Net Promoter Score of 78.
- Spearheaded the successful integration of a newly acquired company (both the product and personnel).
- Researched, designed, and launched Hudl's data + video analysis tool (Hudl Reports), prototyped and developed in React.js.
- Designed and developed Hudl's current basketball shot chart visualization using React.js and modern JavaScript.
- Achieved product-market fit for the U.S. high school volleyball market via user research, prototyping, strategy, and UX design.
- Increased the serviceable market for high school volleyball by millions of dollars.
- Designed new workflows for scorekeeping on mobile devices.

## Contact

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## Portfolio & Profiles

[work.michaelhanson.org](http://work.michaelhanson.org)

[hnsn.ch/gh](https://hnsn.ch/gh) 

[hnsn.ch/li](https://hnsn.ch/li) 

## Skills

UX/UI/product design

User research

Usability testing

Design leadership

Design management

Story and presentation

Rapid prototyping

Front-end development

## Tools & Technologies

Figma

Origami Studio

TypeScript / JS (ES6+)

HTML / CSS / Tailwind

React.js

Svelte

Git

SQL

Rust



**Product Designer / Front-End Engineer • 2013–2014**

**Ramsgate Engineering** (Bakersfield, CA)

- Protected hundreds of thousands of dollars in existing revenue through radical usability improvements.
- Administered numerous field usability tests with users.
- Rapidly prototyped and developed front-end improvements to functionality and usability.
- Made our process more efficient by advocating for and integrating React.js into our front-end development stack.

**Full-Stack Software Engineer • 2012–2013**

**Ramsgate Engineering** (Bakersfield, CA)

- Ported features and functionality from Java to a contemporary platform on Groovy and Grails.
- Designed and developed a dynamic, real-time user-facing notification system using Groovy and JavaScript.
- Designed and developed an internal collaboration tool using Git hooks and Clojure.