



# Drew Hansen

Senior Product Designer

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## Summary

Over a decade turning complex systems into intuitive products, now building revenue tools at Ibotta. Specializing in mobile-first design, scalable design systems, and motion design, with platform-wide initiatives and legacy modernizations for Sam's Club, Tinder, and The North Face.

## Experience

### Ibotta

Jun 2026 – Present

#### Senior Product Designer

- Leading the implementation of the Campaign Designer MVP, an internal tool customer partners use to build campaign proposals that win business with clients.
- Designing revenue tools for the Ibotta Performance Network (IPN) that streamline the workflows existing clients rely on.

### Sam's Club

Jan 2024 – Mar 2026

#### Senior UX Designer (contract)

- Led the design strategy to replace a 40-year-old legacy Point-of-Sale (POS) platform with a modernized mobile experience for members and associates utilizing the Blue Steel design system.
- Modernized the Annual Inventory experience by replacing another legacy pen-and-paper workflow with a custom mobile app that syncs with existing inventory software.
  - Replaced ~7 million pages of paper (saving nearly \$335k yearly), reduced the time taken by 4 weeks, removed 304k manual tasks, and improved net variance by up to 35% in most clubs.
- Created new Tire & Battery Center tablet workflows for associates in the bays and for members, including SMS service notifications, a tire recommendation sales tool, and a supplier portal for simplified returns.

### Tinder

Dec 2022 – Sep 2023

#### Senior Product Designer (contract)

- Created native mobile experiences for the core Discovery & Explore areas of the Tinder app, including A/B testing creative for the Explore homepage and prototyping new interactions for the Sparks brand refresh.
- Conceptualized and designed the "Let's Meet" feature, driving in-person meetups and a 19.2% increase in women's swipe right rate (wSRR), a notoriously difficult metric to move.

# Experience, continued

- **JumpCloud**

Senior UX Designer

- Co-built and scaled the Stratus Design System library, leading platform-wide initiatives to ensure visual consistency and accessibility across all product verticals.
  - Championed a mobile-first design culture in a previously desktop-only environment by designing the first native mobile app for the JumpCloud Admin Portal.

Aug 2021 – Nov 2022
- **VF Corporation**

Senior UX Designer

- Led the end-to-end UX redesign of thenorthface.com to elevate the brand look & feel and optimize e-commerce, driving a 36% lift in perceived brand value in blind testing.
  - Designed and maintained a white-labeled design system and comprehensive style guide with swappable design tokens utilized by The North Face, Vans, and Timberland.

Jun 2020 – Jul 2021
- **Athlinks** (Life Time Fitness)

Senior UX Designer

- Owned the end-to-end design process for the Athlinks mobile app, website, and middleware apps including user research, wireframing, interaction design, and visual design.
  - Bridged the gap between design and engineering by implementing frontend CSS styling in the native mobile app.

Jan 2017 – Mar 2020
- **Effective UI** (Ogilvy)

UX Designer, promoted to Senior UX Designer

- Delivered user research, wireframes, UI design, and motion design solutions for high-profile enterprise clients including Comcast, Wells Fargo, and American Express.

Dec 2014 – Jan 2017

## Toolbox

### Design & Prototyping

Figma  
Claude Design  
Adobe Illustrator  
Adobe Photoshop

### Motion

Adobe After Effects  
Lottie  
Cinema 4D

### Code & AI

Claude Code  
Google Gemini  
HTML & CSS  
Git

## Education

### Rochester Institute of Technology

New Media Design & Imaging  
Bachelor of Arts · 2010 – 2013

### Northampton Community College

Communication Design – New Media  
Associate of Arts · 2008 – 2010