

SAM HANKS

USER EXPERIENCE LEADER

PORTFOLIO

www.samhanksdesign.com

samhanks72@gmail.com
703-627-9883

[linkedin.com/in/samhanks/](https://www.linkedin.com/in/samhanks/)

LEADERSHIP GOALS

Create user experiences that embody brand value, work intuitively, and build loyalty.

Utilize cutting-edge technologies to inspire memorable brand experiences.

Assemble and mentor teams of industry experts to produce extraordinary results.

NOTABLE SKILLS

Expert Web, Mobile, and Experiential Design & Development

Team Building, Management, and Mentorship

3D, Motion & Video, and Gaming Technologies

Presentation and Public Speaking

EDUCATION

University of Wisconsin
Madison

Bachelor of Science in Art
and Graphic Design

Varsity Rowing Team

Director, Digital Customer Experience

MAR 2020 - PRESENT, NATIONAL ASSOCIATION OF REALTORS®

- Lead UX research and design utilizing web behavior analysis, usability testing, surveys & focus groups, prototyping and design thinking methodology for websites, mobile apps, and email.
- Notable projects include:
 - Spearheaded research and design for NAR mobile app that exceeded KPI goals, averaging 85k unique monthly users 6 months after launch
 - Redesigned NAR website along with dozens of initiative sites & apps
 - Presentation and consultation with groups of up to 700+ with solutions for improving digital marketing and UX optimization

Vice President of Creative

JUL 2017 - NOV 2019, REDPEG - Experiential Marketing Agency

- Concepted, pitched, and developed experiential activations for Amazon, DISH, GEICO, Niantic, LIDL, Southwest Airlines, including:
 - Flagship brand events supporting up to 20k attendees with interactive and traditional engagement (Niantic—*makers of PokemonGo*, Southwest Airlines)
 - National tours with custom interactive consumer experiences (GEICO, DISH)
 - Consumer conference product launches (Amazon)
- Built and managed creative team with a blend of contractors and full-time employees experienced in creative & art direction, and development.

Associate Creative Director, Interactive

DEC 2015 - JUL 2017, ECENDANT INTERACTIVE - Real Estate Marketing Agency

- Produced national brand, web, and email campaigns with notable projects including:
 - MRP Realty - Award of Merit, Best Website, 2016 Great American Living Awards
 - WC Ralston Architects - Best Website, Associate, 2017 Great American Living Awards

Chief Creative Experience Officer, Art Director

JUL 2010 - DEC 2015, BRIGHTLINE INTERACTIVE - Experiential Interactive Agency

- Developed UX/UI for experiential, mobile, and web applications with notable projects including:
 - Marvel Avengers S.T.A.T.I.O.N. - Best of Show Horizon Interactive Awards
 - Smithsonian National Air and Space Museum educational mobile app
 - Sage Payment Solutions web app UX/UI analysis and redesign
- Directed art team in 3D, motion, and gaming applications

Co-Founder, Creative Director

APR 2002 - JUL 2010, 8FOLDMEDIA - Interactive Agency

- Clients included AOL, HBO, Gibson Audio, US ARMY, and US National Parks

Co-Founder, Creative Director

JUL 1996 - MAY 2001, NASCENT TECHNOLOGIES - Tech Startup

- Web-based email SaaS, client brand & website design including the original Napster logo and website. Sold company to CMGI in 1999