



HANSON de TODANZA

HANSON de TODANZA

Digital + Graphic Designer
UI/UX Visual Engineer



EDUCATION



TULANE UNIVERSITY

B.S. Psychology

2018-2020
Early Graduate

Minor: Business

1

Hanson says:



My goal is to design aesthetic products that appeal to natural visual psychology, and optimize ease-of-use for the consumer.



Hanson de Todanza
Contact Card

Cell: 312-661-5249

Email: hg.todanza@gmail.com

Work Experience

UI/UX Intern

May
2020

Rightfoot

Student Loan Repayment API

August
2020

Art Director

August
2019

Tulane Hullabaloo

Newspaper

May
2020

Psychology Research
Assistant

August
2019

Tulane University

May
2020

Marketing Design Intern

Nov.
2019

Sodexo

Tulane University Dining Services

August
2020



Skills + Capabilities

Illustrator, Photoshop, and InDesign

Invision

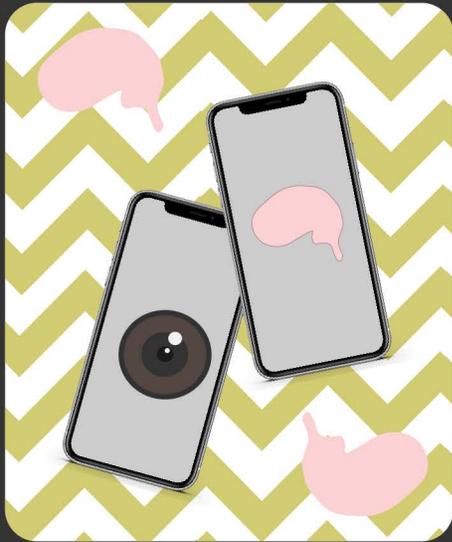
Adobe XD

RStudio and SPSS Statistics

Blender

Other Skills:

QGis, Excel (Microsoft Certified), Social Media Marketing, Recruiting, Spanish Writing



Hanson's Design Philosophy



1 min. Read

I create immersive designs and structures while applying aspects of visual and cognitive psychology to maximize user learning and understanding.

As a result, successful usage and learning is achieved, and the user experience is greatly improved.

Data-Based Approach

Design is commonly seen as an art, but there is an objective way to assess the success of design: through statistical analysis. Through my experiences working in a lab and taking higher-level statistics courses built for psychology research, I can identify variables and analyze valuable data from users to improve UX. I seek to further study the relationship between visual software design, learning, and satisfaction.

```
1 ANOVA
2 Chi-Sq
3 Lin-Reg
4 #To build mode
5 Model.chng(mo
6 library(gg.plot
7 MANOVA
```

Awards & Honors

Tulane University Dean's List

Awarded Fall 2018 Spring 2020 for academic excellence.

Founder's Award Scholarship

Awarded for academic achievement and exceptional extracurricular involvement.

Professional References

Hanson's references are **immediately available** upon request. Please email:

hg.todanza@gmail.com
[please cc: hdai@tulane.edu]

OR feel free to text or call Hanson directly at:

312-661-5249