

# Sammy Hahn

## EDUCATION

### Pace University

#### Seidenberg School of Computer Science & Information Systems

MS Human Centered Design // Est. Graduation 2026 // GPA 4.0

### Manhattan School of Music

BM Musical Theatre // GPA 3.8

### Verified Certificate Courses (Coursera & edX)

Google UX Design, Harvard Intro to Computer Science, Yale Intro to Psychology

## PROFESSIONAL EXPERIENCE

### UX Research & Design Intern - *FounderWay.AI* // NYC 2025

- Led intern team through the entire product design lifecycle of version 3.0
- Contributed UX perspective to high-level product strategy with CEO
- Collaborated cross-functionally with design, engineering, business, and marketing to create data-informed, strategic designs
- Scoped, planned, and executed a mixed-methods research study aligned with business objectives
- Conducted competitive analysis of 15 AI Voice Agents to identify market gaps, pain points, and opportunities for user-facing AI voice agent
- Crafted and tested research-driven system prompt updates for user-facing AI voice agent, with a focus on reducing user cognitive load

### Freelance UX Designer - *BroadwayServes* // NYC 2024

- Increased volunteer engagement and improved accessibility & usability
- Interviewed 6 users, synthesizing findings into actionable insights

## ACADEMIC PROJECTS

### UX Researcher & Designer - *NY Design Factory* // NYC 2024 - 2025

- Part of the top 4 students chosen for sustainability-centered product development with CERN (European Organization of Nuclear Research)
- Part of the top 10 students chosen to represent NYC Design Factory in Design Factory Global Network's "jamweek" challenge
- Collaborated with an international, cross-functional team to understand the needs of rehabilitation patients & prototype solutions for the future
- Lead a team of 5 students in a 3 month research & design project to communicate water quality data to recreational river users
- Collaborated with & presented to stakeholders & clients on various projects including Blue CoLab (NYC) & Ichilov Medical Center (Tel Aviv)

### UX Designer & Challenge Winner - *MTA & New Jersey Transit* // NYC 2025

- Won design contest judged by 7 Metropolitan Transportation Authority & New Jersey Transit panelists to improve the transit experience for users

## CONTACT

### Email

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908-578-4545

### Portfolio

[www.sammyhahn.com](http://www.sammyhahn.com)

## SKILLS

### Tools

Figma  
Adobe  
Sketch  
Miro  
Mural  
Webflow

### Design

Personas  
Storyboarding  
Sitemapping  
Wireframing  
Prototyping

### Research

Interview  
Survey  
Competitive Analysis  
Usability Testing

### Personal

Written communication  
Presentations  
Collaboration  
Problem Solving  
Empathy  
Organization  
Sings "take me out to the ballgame" backwards