

Sammy Hahn

UX Researcher & Designer with a background in storytelling. Expert at balancing user insights with business needs, working in the grey, and delivering solutions.

EDUCATION

Pace University, Seidenberg School of Computer Science & Information Systems

- Master of Science in Human-Centered Design (4.0 GPA)
- Human-Centered Design Award Recipient 2026

Manhattan School of Music

- BM Musical Theatre (3.8 GPA)

Verified Certificate Courses (Coursera & edX)

- Harvard Intro to Computer Science, Yale Intro to Psychology, Google UXD

PROFESSIONAL EXPERIENCE

CX Research Intern - CX By Design // NYC 2026

- Directed a 5-person research team in qualitative research, synthesizing behavioral insights & psychological buying scales to inform product strategy
- Recruited & interviewed participants, presenting weekly to stakeholders

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

- Contributed UX perspective to high-level product strategy with the CEO
- Planned & executed mixed-methods research aligned with business objectives
- Crafted data-backed personas and mapped user journey to improve customer engagement, satisfaction, and retention
- Collaborated cross-functionally to translate research insights into high-fidelity wireframes for core platform features, including AI-powered search results & B2B educational modules
- Crafted & 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

- Led end-to-end UX research and design, leveraging insights from 6 user interviews to deliver accessible designs that increased volunteer engagement

Actress - Nickelodeon, Yiddish Fiddler on the Roof, others // NYC 2016 - 2024

- Created & performed voiceover & stage characters, implementing feedback

ACADEMIC PROJECTS

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

- Selected as 1 of 5 students to solve complex sustainability-centered problems at CERN, utilizing emerging technologies and systems thinking

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

- Awarded 1st place by a panel of 7 MTA & NJ Transit executives for designing a high-impact digital interface that optimized navigation and transit experience

CONTACT

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Portfolio

www.sammyhahn.com
Password: Sammy Hahn!

SKILLS

Tools

Figma & Figjam
Adobe Creative Cloud
Miro & Mural

Research

Usability Testing
User Interviews
Heuristic Evaluation
Survey Design
Quant / Qual Analysis
Competitive Analysis

Design

Personas
Storyboarding
Wireframing
Prototyping
Information Architecture
Data Visualization
UX Writing

Personal

Storytelling
Communication
Collaboration
Highly Proactive
Highly Organized
Sings "take me out to the ballgame" backwards