

# Sean Hanrahan

hello@seanhanrahan.com  
+1 310 748 9510  
seanhanrahan.com

Sr Product Manager & Experience Designer

## EXPERIENCE

**Senior Product Manager – Oggi**  
AP42

07.2020 – 02.2022  
San Francisco, CA

Lead product strategy and technical direction for design and engineering teams; direct and support virtual and augmented reality (AR/VR) development for Accenture, Union Bank and other client experiences.

- Define product vision, core features and product roadmap with stakeholders
- Support devOps and drive design thinking around Accenture's 2020 Global Virtual Summit; ~900 attendees
- Prototype UX/UI flows, game controls and UI elements for mobile and web apps via React, Unity and Figma
- Build systems integrations with various consumer marketing platforms (CRM, adTech, marTech, user support)
- Ensure experiential quality, design rational and consistency across features and services end-to-end

**Lead Experience Designer – UX/UI** (07.2020 – 02.2022)

- Deliver design artifacts, mobile and web wireframes; lead production of mobile app, websites and media
- Lead teams around data-driven best practices, market trends, emerging technologies and user behavior
- Design and build scalable, end-to-end design systems to increase efficiency and consistent user journeys
- Automate customer acquisition and retention management processes using Salesforce integrations, flows and design systems; reduced operating costs by ~30%

**Head of Product & Co-Founder**

Cleverkick

2016 – 2020  
Los Angeles, CA

Drive and oversee a diverse set of strategic and creative priorities around product design and production, content and e-commerce; manage mixed sales channels, promotions and partnerships.

- Developed and produced website and promotional materials for Laura Numeroff (*If You Give a Mouse a Cookie* book franchise); created brand partnership with 501(c)3 Canine Companions
- Designed and produced new illustrated hardcover children's book by Numeroff (*Raising a Hero*)
- Defined and developed e-commerce strategy, messaging and order fulfillment via Shopify, Amazon, Stripe
- Directed promotional film around new series, products and charitable partners
- Negotiated and managed vendor deliverables, contracts and promotion including Amazon, Barnes & Noble
- Analyzed data-driven best practices, industry research and market trends

**Freelance Experience Designer – Activations**  
(Contract), Various Agencies

2012 – 2016  
Los Angeles, CA

Ideate and produce interactive media to showcase product features, brand culture and relevance at live influencer events and brand activations. *Agencies:* 2 Degrees Ventures, RQ Agency, The Projects, PB Studio

- Led ideation, development and integration of mobile and kiosk user experiences and augmented display walls for \$500k– 1M+ Samsung Mobile, Nike, RedBull brand activations
- Teamed with agency partners and vendors to design and engineer various live event interactive media

**Developer, Digital Media**

The Huntington

2010 – 2012  
San Marino, CA

Define and build digital platforms (.org, blog, social media, digital magazine, audio tours, digital signage) to engage visitors and the public, and increase collections' visibility and access.

- Initiated and led partnership between Apple and The Huntington to produce and distribute original content
- Partnered with cross-division managers and curators on story ideation and production of media relevant to exhibitions and core publications

## EDUCATION

**Bachelor of Science, Journalism** (Digital Media)

Cal Poly, San Luis Obispo

San Luis Obispo, CA

- Editor/writer for student-run newspaper, *Mustang News* (2009 – 2010)

## SKILLS

React, Unity 3D, Figma, Shopify API, Native Mobile and Web Design, Usability Testing, User Research, Interaction Design, User Interface Design, Graphic Design, Typography, Wireframes, User Journeys, Flows, Confluence, Jira, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Visual Studio Code, Stripe