

Cameron Hanson

EDUCATION

Parsons School of Design, The New School, NYC

MFA in Transdisciplinary Design | 2014 – 2016

Collaborative program emphasizing the way design can transform social relations and innovation, with and across industries and expertise. Complex modeling, critical reframing, design-led research, and prototyping equip us to use design as a strategic tool to tackle today's "wicked problems."

Thesis: How Publicly Shared Objects Bolster Trust and Reciprocity in Fragmented Neighborhoods

Claremont McKenna College, Claremont, CA

BA in Media Studies and International Relations, Dean's List | 2006 – 2010

Semester in Paris with Sarah Lawrence College | Jan – May 2008

Thesis: Commodified Creativity in American, British and French Art Museums

Organizations: Varsity Basketball, Resident Assistant, Admissions Office Intern, Athenaeum Maître D'

EXPERIENCE

Vessel, Experience Design Director, NYC | June 2016 – Present

Primary support for the start-up, with emphasis on business strategy, systems design, fundraising, research and development, POS collateral, kiosk prototyping, content strategy, and e-marketing.

Freelance Design Strategy Consultant, NYC | May 2016 – Present

Iconmobile: Strategy and ideation for a new Tata Motors sports car launch in India.

Barilla Food Company: Design research to investigate how millennials develop brand trust.

Parsons: Organizational change research on innovation and collaboration across the New School.

GIANT Innovation: Design thinking workshop facilitation for corporate executives.

New York Creative Odyssey: Facilitator for foreign high school students to learn about design process.

Atlantic Brewing Company: Naming strategy for new Bar Harbor, ME location.

Parsons Transdisciplinary Design MFA, NYC | Aug 2014 – May 2016

VergeNYC Conference: Co-founder and co-director. Managed event logistics and budget, public outreach, speaker coordination, Parsons administration liaison, workshop frameworks and event flow.

Workshop Facilitation: PowerBridge Bootcamp, Harlem Collaboration Lab, VergeNYC, Tythe Design.

Toshiba IoT Project in Tokyo, partnered with Chiba University. Team member in 2015, TA in 2016.

NYC Mayor's Office of Operations, Summer Design Researcher, NYC | June – Aug 2015

Led user research for websites ACCESS NYC and HHS Accelerator through ethnographic study, on-site interceptions, email surveys, and phone interviews. Facilitated team debriefs and insight synthesis.

Team One (Division of Saatchi & Saatchi), Los Angeles, CA | Aug 2010 – July 2014

Account Executive for Lexus Dealer Association | May – July 2014

Managed \$25 million budget. Lead on lease tagging for hundreds of TV and radio spots each month.

Assistant Account Executive for Lexus Dealer Association | June 2013 – May 2014

Managed Lexus dealer operations (232 dealerships) for 40+ regional team members.

Media Planner for Lexus Dealer Association and The Ritz-Carlton | Aug 2010 – June 2013

Planned digital/traditional media for 52 Lexus markets. Domestic and international plans for Ritz.

American Association of Ad Agencies: Selected for LA-wide training program | Jan – May 2012

Agency Initiatives included: Founder of Around the World monthly speaker series that hosted 26 events from 2010-2013, Chair of AIDS Walk for three years, media lead for pro bono Heal the Bay account, poster designer for inner-agency initiatives, and only woman on men's basketball team.

Transition Mar Vista/Venice, Communications Manager and Web Designer, LA | 2011 - 2014

Launched Mail Chimp platform and trained members, web designer, and host of monthly potlucks.

Saatchi & Saatchi, Freelance Digital Billing Coordinator for Toyota, Los Angeles, CA | Summer 2010

Universal McCann, Media Planning Intern, Los Angeles, CA | Summer 2009

National Volunteer & Philanthropy Centre, Corporate Comm. Intern, Singapore | Summer 2008

PUBLIC RECOGNITION

GoodFill: *New Challenge Winner*, exhibitor at *Social Innovation Week 2015*, and presenter at UNICEF sustainability event in Nov 2016. GoodFill reduces edible food waste in NYC through innovative curbside bags.

"Build Relationships" published in *New Perspectives and Reflections on the Best of Civilization*. Valenza, Inkwater Press 2014.

Dickinson Award – Highest honor from the athletic department to the student-athlete who best exemplified unselfish contributions through service, enthusiasm, athletic success, positive attitude and perseverance. | 2010

Voted *All-League, Team MVP*, and *Captain of Women's Basketball*. | 2006 – 2010

Named *Most Outstanding RA* by fellow RAs, as well as *Best Residence Hall* | 2009 – 2010

Essay "The Master at CMC" published in *The Best of Civilization*. Robert Valenza, 2007.

TECH SKILLS

Illustrator, InDesign, Photoshop, MailChimp, Squarespace, Wordpress, Google Analytics, Microsoft Office, @Plan, AdBuyer, comScore, Competittrak, DDS, IMS, Kantar Strategy, Market Mate, Media Visor, MediaTools, MediaOcean, Sharepoint, SRDS.

PASSIONS

Basketball, running, rowing, soccer, interior design, screenprinting, Jane Austen, French, maps, hiking, concerts, cafes, cooking, blogs, Couchsurfing, gardening, stationary, urbanism.

CONTACT

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