

## **Hannah Block**

Interaction Designer

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### **Education**

Bachelor of Science in Interaction Design

ArtCenter College of Design, Pasadena, CA

Anticipated May 2026

Psychology Studies (Non-Degree)

University of Arizona, Tucson, AZ

2021 – 2022

### **Professional Experience**

Scientific Illustrator

Houston Museum of Natural Science, Houston, TX

August 2019 – June 2020

- Illustrated detailed representations of Paleozoic fossils based on scientific research and specimen analysis.
- Collaborated with paleontologists to ensure accuracy in depictions, incorporating feedback through iterative sketches and digital refinements.

### **Course Projects**

Interactive Prototyping 3 – "Echo" Project

ArtCenter College of Design, Pasadena, CA

Spring 2024

- Designed a comprehensive interactive concept from ideation to final prototype, focusing on information architecture, wireframing, and end-to-end UX/UI development.
- Conducted user testing with 7 participants to refine the design, incorporating feedback to improve usability and engagement, resulting in a 30% increase in user satisfaction scores.
- Managed the full design process, including research, data collection, and analysis, to create an intuitive interface that addressed real-world human interaction challenges.

Game Worlds and IP – Research and Strategy Project

ArtCenter College of Design, Pasadena, CA

Spring 2025

- Performed in-depth analysis of game companies' intellectual property, including branding, licensing, franchises, and marketing strategies, to identify opportunities for expansion.
- Compiled research data from multiple sources, synthesizing insights into a strategic report that outlined potential revenue streams and audience engagement tactics.

- Collaborated on branding recommendations, applying user research principles to align IP development with market trends and consumer behaviors.

### Alternative Controllers 2 – Group Game Development Project

ArtCenter College of Design, Pasadena, CA

Spring 2025

Ongoing (Submission to GDC and IndieCade Planned)

- Worked in a team of 7 to design and fabricate alternative controllers for an original game, integrating physical computing and prototyping techniques.
- Led user research and survey design efforts, gathering data from 20+ playtesters to iterate on UI/UX elements, improving gameplay flow and accessibility.
- Managed fabrication processes and team coordination, resulting in a polished prototype ready for industry submission and potential showcase.

### **Skills**

Design & Communication

User Experience (UX), UI Design, User Research, Data Collection & Analysis, Branding, Marketing, Strategy, Research & Development, Prototyping, Fabrication

Software

Figma, Figma Jam, Adobe Suite, Microsoft Office Suite, HTML/CSS, Vibe Coding

Languages

English (Native)

Spanish (Intermediate)