

CODY HANSHEW

Atlanta, GA | 854-200-3832 | hanshew.co@gmail.com | codyhanshew.com

Summary

UX/UI Designer with a background in marketing and property management, combining creative vision with a user-first mindset. Certified through UX Academy, with a strong foundation in user research, wireframing, prototyping, and visual design. Known for delivering thoughtful, intuitive digital experiences that balance form and function. Brings proven leadership, communication, and cross-functional collaboration skills from years in client-facing and marketing roles.

Skills

- UX/UI Tools: Figma, Adobe XD, Photoshop, Lightroom, Canva
- UX Methods: Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, User Research
- Other: HTML/CSS (basic), Email Marketing, Microsoft Office Suite
- Property Tech: Yardi, RentCafé, Voyager, SightPlan, SmartRent

Experience

UX Academy – Designlab

UX/UI Designer (Nov 2024)

- Completed over 480 hours of UX/UI design coursework focused on building end-to-end digital experiences.
- Designed and prototyped 3 capstone projects: a responsive website redesign, a mobile app from scratch, and an added feature for an existing app.
- Conducted user interviews, affinity mapping, and usability tests to inform design decisions.
- Built high-fidelity wireframes and interactive prototypes using Figma.
- Developed branding, color systems, and UI libraries for consistent and accessible interfaces.

Mid America Apartments – Assistant Property Manager

Charleston, SC (May 2020 – March 2025)

- Designed marketing assets and email campaigns that enhanced resident engagement through effective visual communication and content strategy.
- Conducted competitor analysis to inform pricing and positioning strategies, helping the team reach its budgeted revenue goals.
- Recognized in the Star Sales Club for top 5% performance—showcasing persuasive communication and user insight.

Mid America Apartments – Regional Leasing Consultant

Charleston, SC / Savannah, GA (May 2018 – May 2020)

- Delivered consistent leasing performance across multiple communities, adjusting approach based on diverse user needs.
- Led local marketing initiatives, creating campaigns to improve occupancy—tapping into user-focused strategy.

Mid America Apartments – Leasing Consultant

Charleston, SC (Jan 2017 – May 2018)

- Guided prospects through the leasing experience, improving customer satisfaction and retention.
- Assisted with resident-facing events and property communications.

Abercrombie & Fitch – Assistant Manager

Washington, D.C. (May 2014 – Feb 2016)

- Excelled in customer service and the recruitment/hiring process
- Regularly trained new associates, onboarding them and familiarizing them with A&F's particular brand image
- Analyzed the overall customer experience to modify the sales and merchandising approach

Education

UX Academy – Designlab

UX/UI Design Certification – Nov 2024

Marshall University

B.B.A. in Marketing – May 2014

Dean's List (4 years) | GPA: 3.8

Leadership

Eagle Scout – Boy Scouts of America, Troop 146

- Completed a community-focused capstone project for DOW Chemical, managing fundraising, volunteer recruitment, and implementation, achieving rank of Eagle Scout.

Founding Father – Pi Kappa Phi Fraternity

- Helped redefine organizational values and governance with a focus on leadership, character, and service.