



Spence Hoellen

Design Engineer
Minneapolis, MN

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Design engineer with a strong UX background. Designs and builds minimal, high-clarity products, from research and interface through to shipped code.

PROJECTS

Propta

Case Study

A property intelligence platform for short-term rental hosts that turns scattered numbers into one dashboard they can act on.

- Mapped the problem while interviewing real short-term rental hosts, then designed the dashboard, data model, and onboarding around the host's core job
- Built the front end in React and TypeScript
- Scoped product and regulatory constraints with enterprise-software and legal advisors, sequencing the analytics hub before any money-movement features

Ora

Case Study

A conceptual supplement and medication reminder app, built on studying how financial apps use attention — Apple Wallet, banking apps — and researching why people dismiss their current reminders.

- Designed the visual system and interaction model for a UX course (DES 2131); passed formal portfolio review
- Framed the “next dose forward” model — the next dose sits at the front, everything else stacks behind it — to lower cognitive load and surface the one thing that matters
- Documented the full design system

EXPERIENCE

Co-Founder & CCO — Mahogany Midwest

Minneapolis, MN · 2024–2026

- Co-founded a B2C clothing brand as Chief Creative Officer, owning brand identity, packaging, product design, and the Shopify storefront from day one; later pivoted the business into B2B custom merchandise
- Designed and manufactured the product line and sold out every unit (600–800 total), generating low five figures in revenue and growing the brand to ~2,000 followers
- Drove a 2.9x return on ad spend and a 5% conversion rate on the brand's most recent paid campaign

Music Producer/Writer — Dim Mak Records (Warner Music Group)

Los Angeles, CA · 2021–2022

- Signed to Dim Mak Records, a Warner Music Group label, at 19; wrote and produced two released tracks
- Produced the artist's biggest non-featured song to date, 1M+ streams across platforms, plus a music video with 100k+ streams
- Music debuted by Steve Aoki at the MGM Grand and performed live at Summerfest's Miller Lite Stage

Lead Line Cook — Roundman's Brewing Co.

Spooner, WI · 2016–2023

- Started as a dishwasher at 16 and worked up to lead line cook, running the line and keeping the team in sync through high-volume service
- Held quality and presentation consistent under pressure — the same attention to how the end result lands that carries into design

EDUCATION

University of Minnesota, Twin Cities

Minneapolis, MN

B.S. in User Experience Design · Expected Fall 2027–Spring 2028

SKILLS

Design (UX & product)

Product & UX design, interaction design, prototyping, design systems, user research, information architecture, brand identity, packaging, motion

Engineering

React, TypeScript, HTML, CSS, Git & GitHub, Python (coursework)

Tools

Figma, Framer, Shopify, Illustrator, Photoshop, After Effects

Also: photography and video.

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