



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

SH-OS

Passion Project · spencehoellen-os.webflow.io

A playable OP-1-style synth that doubles as an interactive portfolio and about-me page, designed and built end to end.

- Designed the device and screens in Figma, then built from the file's own coordinates so the site matches the design
- Shaped the feel like real hardware: one-axis keys, knobs with inertia, a touch strip, QWERTY play, and light, dark, and glow finishes
- Built in TypeScript with a custom Web Audio engine and original Serum sounds; ships as one embeddable script, tested in headless Chromium

Coinflow

Concept Project · spencehoellen.com/coinflow

A self-initiated rebrand and merchant dashboard for a payments company, taken from logo to a live Next.js app. Not client work.

- Designed the brand system: a new mark and wordmark, a Swift and Acid Grotesk type pairing, and background and illustration libraries
- Structured the dashboard around what a merchant must act on first: volume, the next payout, and a queue of items needing a response
- Built it on 30 color and 13 type tokens with a keyboard-accessible chart, and checked the shipped app against the design pixel by pixel

EXPERIENCE

Design Engineer — Freelance

Minneapolis, MN · 2026–Present

- Contracted by Mahogany Midwest to design and build its new B2B site, where businesses see past work and request quotes; nearly complete
- Design in Figma, Illustrator, and Photoshop, then build with Next.js, TypeScript, Tailwind, and Claude Code, shipping through GitHub and Vercel

Co-Founder & Creative Director — Mahogany Midwest

Minneapolis, MN · 2024–2026

- Co-founded a B2C clothing brand as Chief Creative Officer, leading brand identity, packaging, product design, photography, advertising, and the Shopify storefront; later pivoted into B2B custom merchandise
- Earned five figures in revenue in year one and sold 1,500+ products overall; grew to ~2,000 followers and 3–5K monthly site visitors
- Led creative on a collection launch that hit a 3x return on ad spend (ROAS) and a 5% conversion rate

Music Producer & Songwriter — Dim Mak Records

Los Angeles, CA (Remote) · 2022

- Signed to Steve Aoki's Dim Mak Records 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

Line Cook Shift Lead — Round Man Brewing Co.

Spooner, WI · 2019–2024

- Worked up from dishwasher at 16 to line cook shift lead, running the line and keeping the team in sync through high-volume service

EDUCATION

University of Minnesota, Twin Cities

Minneapolis, MN

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

Coursework: Ora, a research-led medication reminder app concept (UX 2131); passed formal portfolio review

SKILLS

Design (UX & product)

Interaction design, visual design, information architecture, prototyping, user research, accessibility, design systems

Build stack (with Claude Code)

React, Next.js, TypeScript, HTML, CSS, Tailwind CSS, Web Audio, Git & GitHub, Vercel, Python (coursework)

Tools

Figma, Illustrator, Photoshop, After Effects, Framer, Webflow, Shopify, Ableton Live

AI

Claude Code, Claude, Figma MCP, Webflow MCP

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