

UX DESIGNER

Maxwell Clardie-Hook

Designs systems that make the complicated feel simple.

PROFESSIONAL EXPERIENCE

UX Design Intern, STRUTZ

July 2025 — December 2025

- Redesigned the company's entire e-commerce website in Shopify, selected to continue after collaborating with STRUTZ through SCAD Pro.
- Partnered directly with founders in weekly design reviews to align UX decisions with business goals inside a non-design-first platform.

ACADEMIC EXPERIENCE

helm — AI-Powered Surgical Instrument Tracking System

Project Lead · Team of 6

- Led a 6-person team to address the 45.9% of OR delays caused by unavailable instruments.
- Conducted OR shadowing and 10+ surgeon/nurse interviews, informing a pivot from RFID to NIR ink tagging.
- Co-led physical development

convoy — Last-Mile Delivery Ecosystem

Project Manager · Team of 4

- Coordinated a 4-person team to design a delivery ecosystem countering the 104M+ packages stolen annually.
- Benchmarked convoy against Serve Robotics' 100,000+ real-world deliveries to ground the concept in market reality.
- Owned system logistics and brand direction across driver, locker, and robot touchpoints.

oscar — AI Museum Companion

Project Lead, UI & Branding · Team of 4

- Pitched and led development of a clip-on AI museum companion for a 4-person team.
- Investigated 42% European museum AI adoption (Cuseum, 2025) to shape an accessible, camera-based concept.
- Shaped UI and brand direction across five animal-themed models while teammates led physical development and fabrication.

Bleacher Report — Conceptual iOS Redesign

Solo Project

- Rebuilt Bleacher Report's iOS app to address credibility issues confirmed by a peer-reviewed 2025 study.
- Restructured information architecture and editorial tone across four core screens, informed by real App Store reviews.

CONTACT

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EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A. in UX Design

Minor in Graphic Design

SKILLS

UX Methods:

UX Research, AI-Driven Design, Systems Thinking, Information Architecture, Prototyping, Usability Testing, Journey Mapping

Software:

Figma, Framer, Adobe Illustrator, Adobe Photoshop, Rhino3D

AWARDS

Dean's List:

Winter 2023, Spring 2023, Fall 2023, Winter 2024, Spring 2024, Fall 2024, Winter 2025, Spring 2025, Winter 2026, Spring 2026

CERTIFICATIONS

Lextant Design Research and Insight Translation

2026