

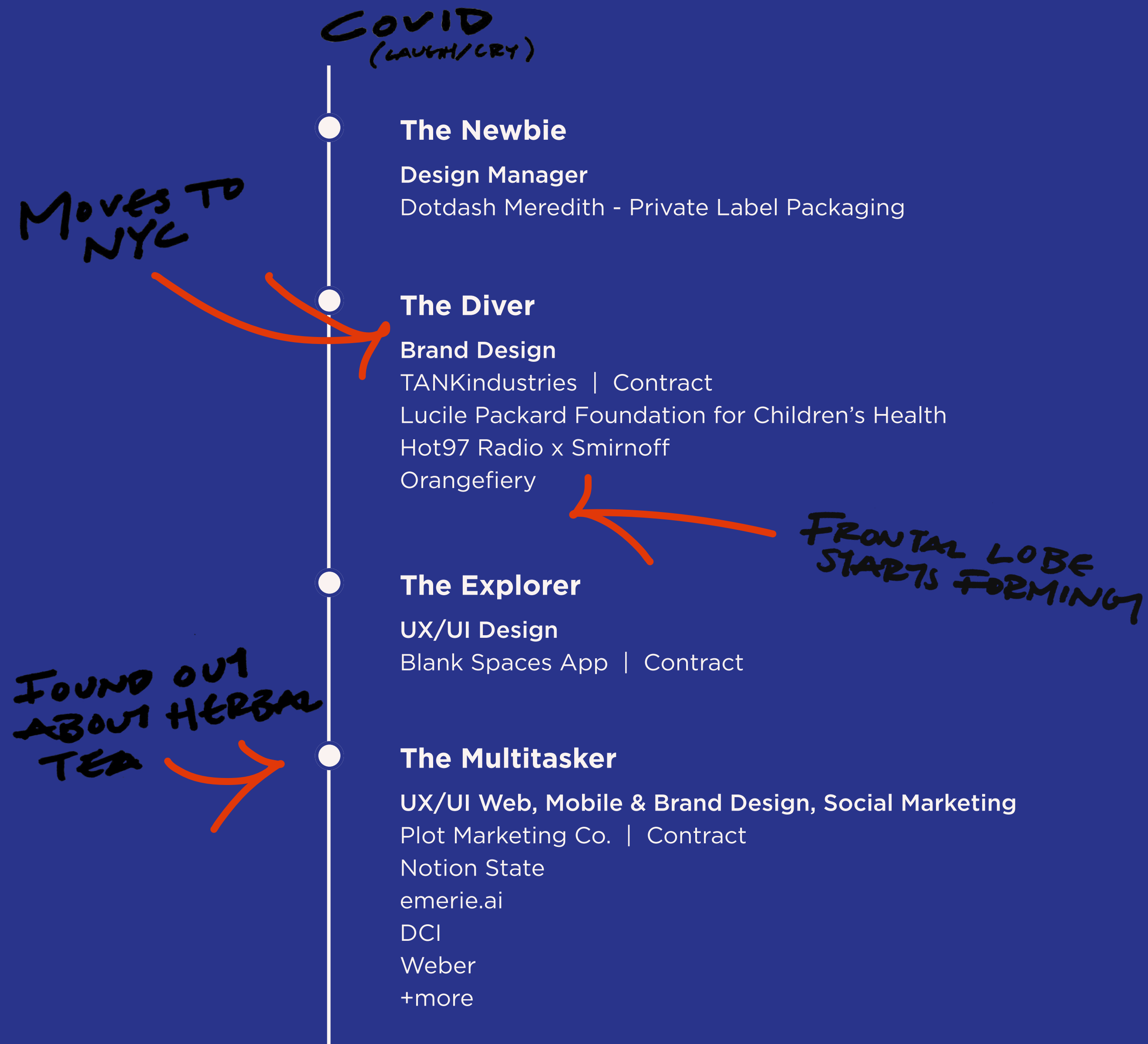
HANNAH

Hi, I'm **Hannah.**

A Digital Designer,
with five years of professional
experience in brand design,
and three years of experience in
product design and marketing.



A snapshot of my professional journey.





Figma

Years ● ●

Adobe Photoshop

Years ● ● ● ● ● ● ●

UX/UI Design

Years ● ● ●

Adobe After Effects

Years ● ● ● ● ● ●

Adobe Illustrator

Years ● ● ● ● ● ● ●

Brand Identity Design

Years ● ● ● ●

Adobe XD

Years ● ● ● ●

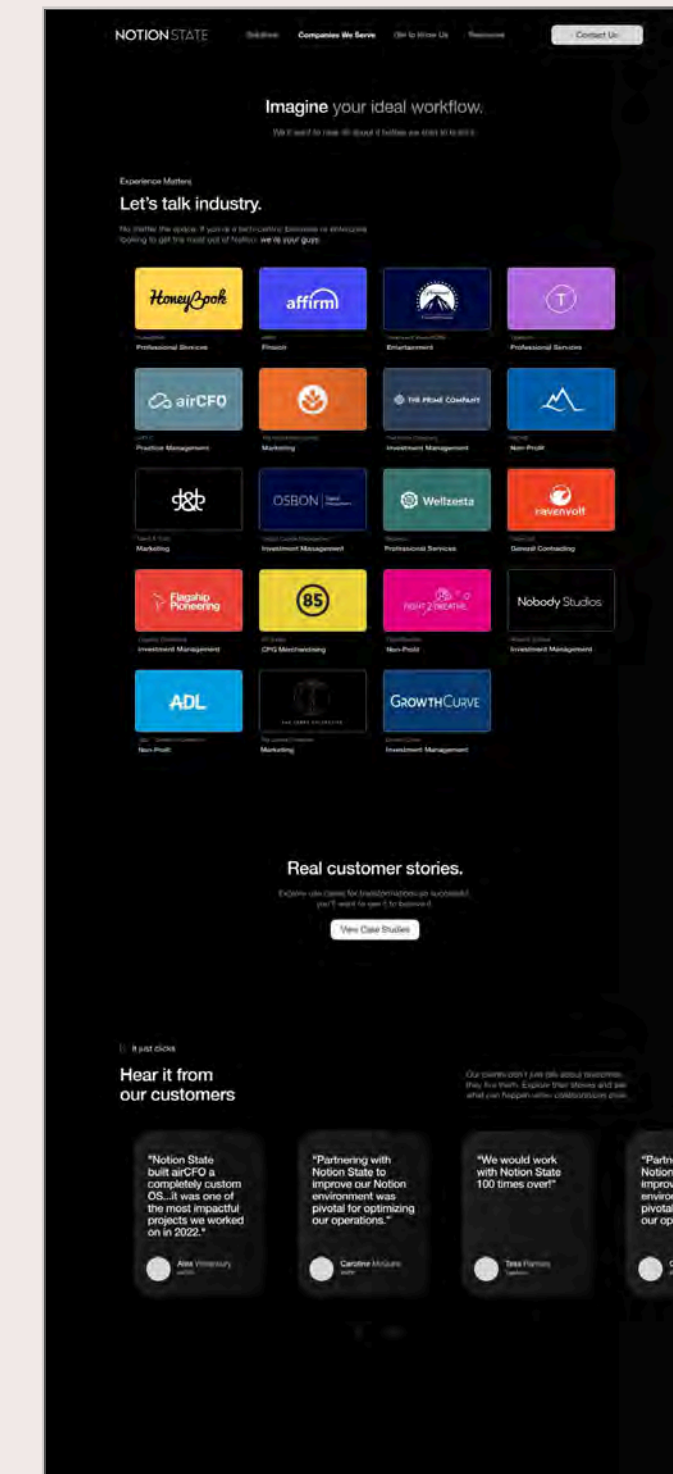
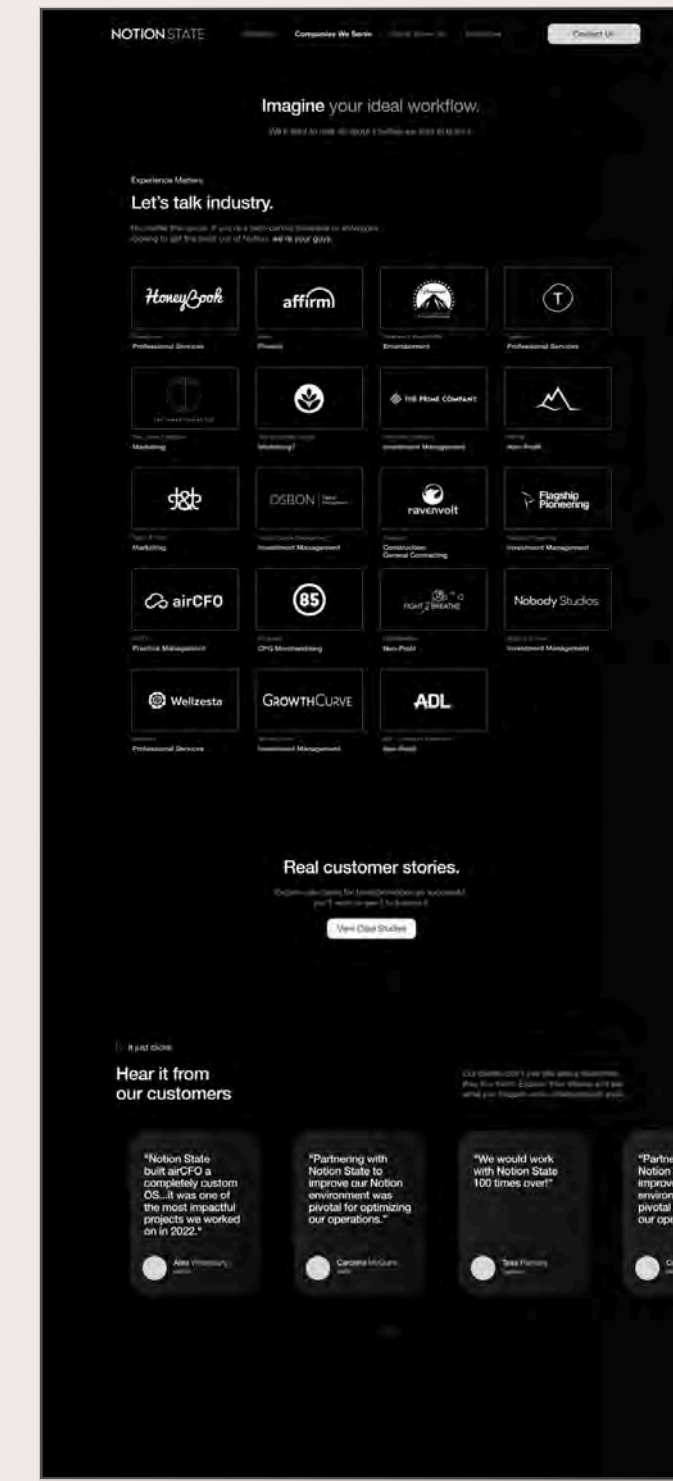
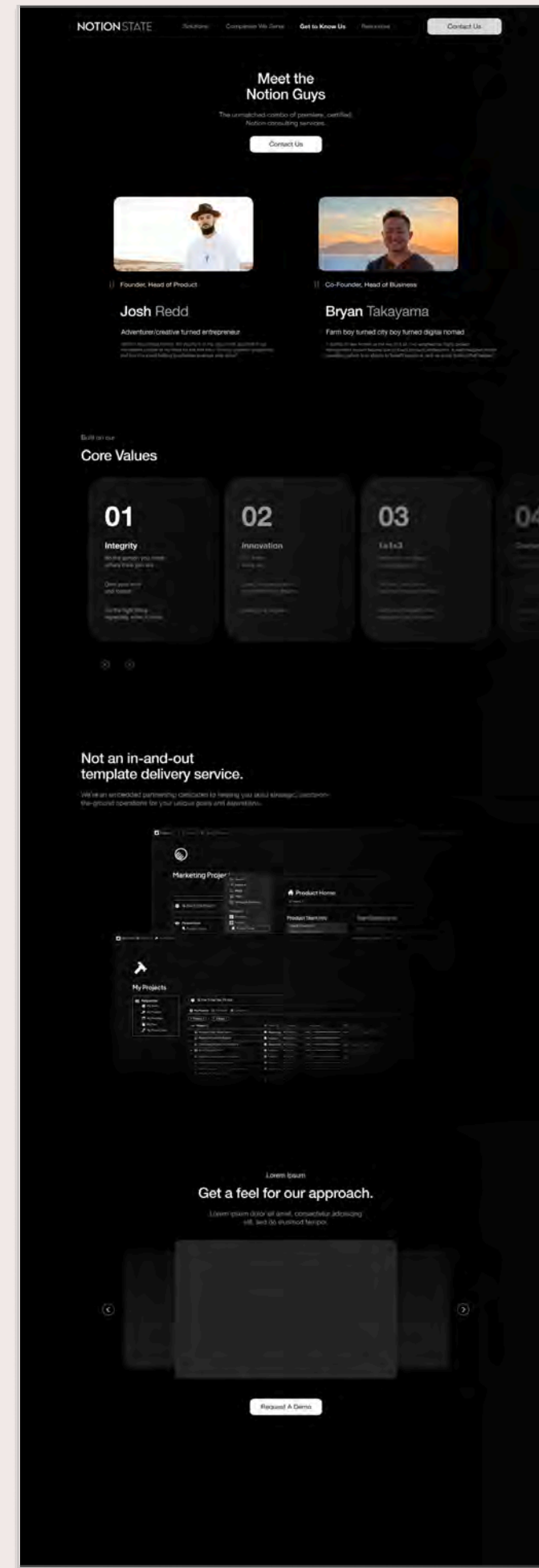
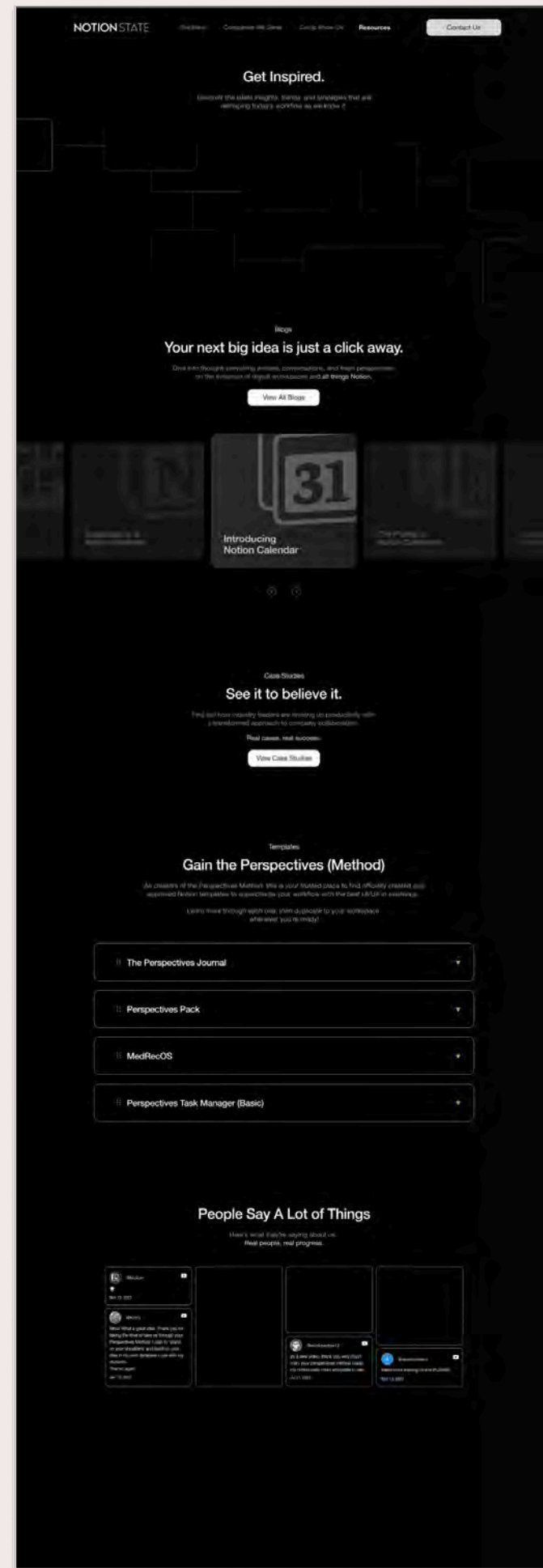
Adobe InDesign

Years ● ● ● ● ● ●

Logo Design

Years ● ● ● ● ●

Soft Skills: Problem Solving, Communication, Cognitive Flexibility, Critical Thinking, Work Ethic, Teamwork



BRAND ACTIVATION



SMIRNOFF™ BODEGA



SMIRNOFF™
BODEGA

HOT 97
SUMMER JAM
SANDWICHES
CANDY

HOT 97
SUMMER JAM
ICE CREAM
COFFEE

SMIRNOFF™
BODEGA

SANDWICHES
FRUITS & VEGETABLES
BAGELS
CANDIES
COLD CUTS

HOT 97
SUMMER JAM

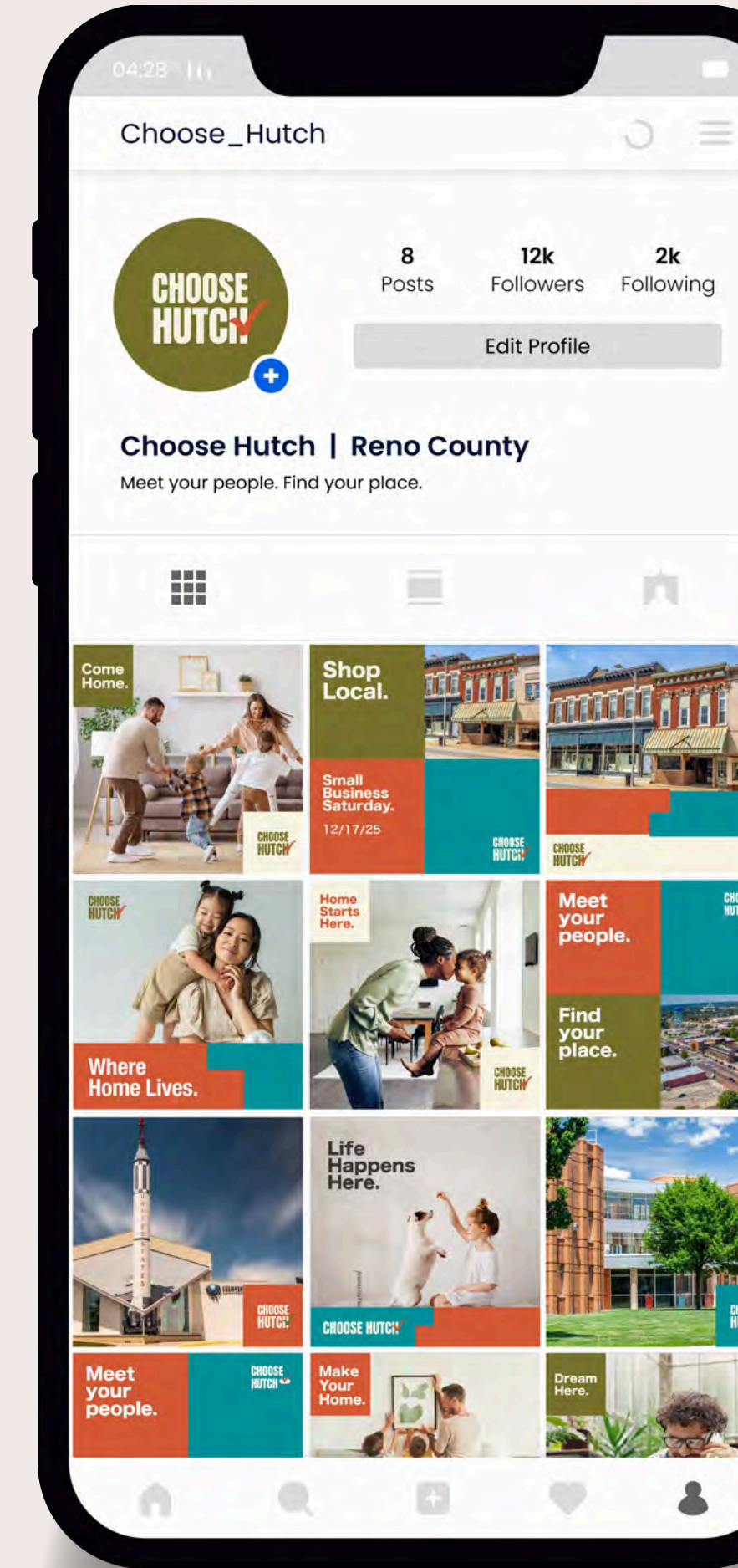
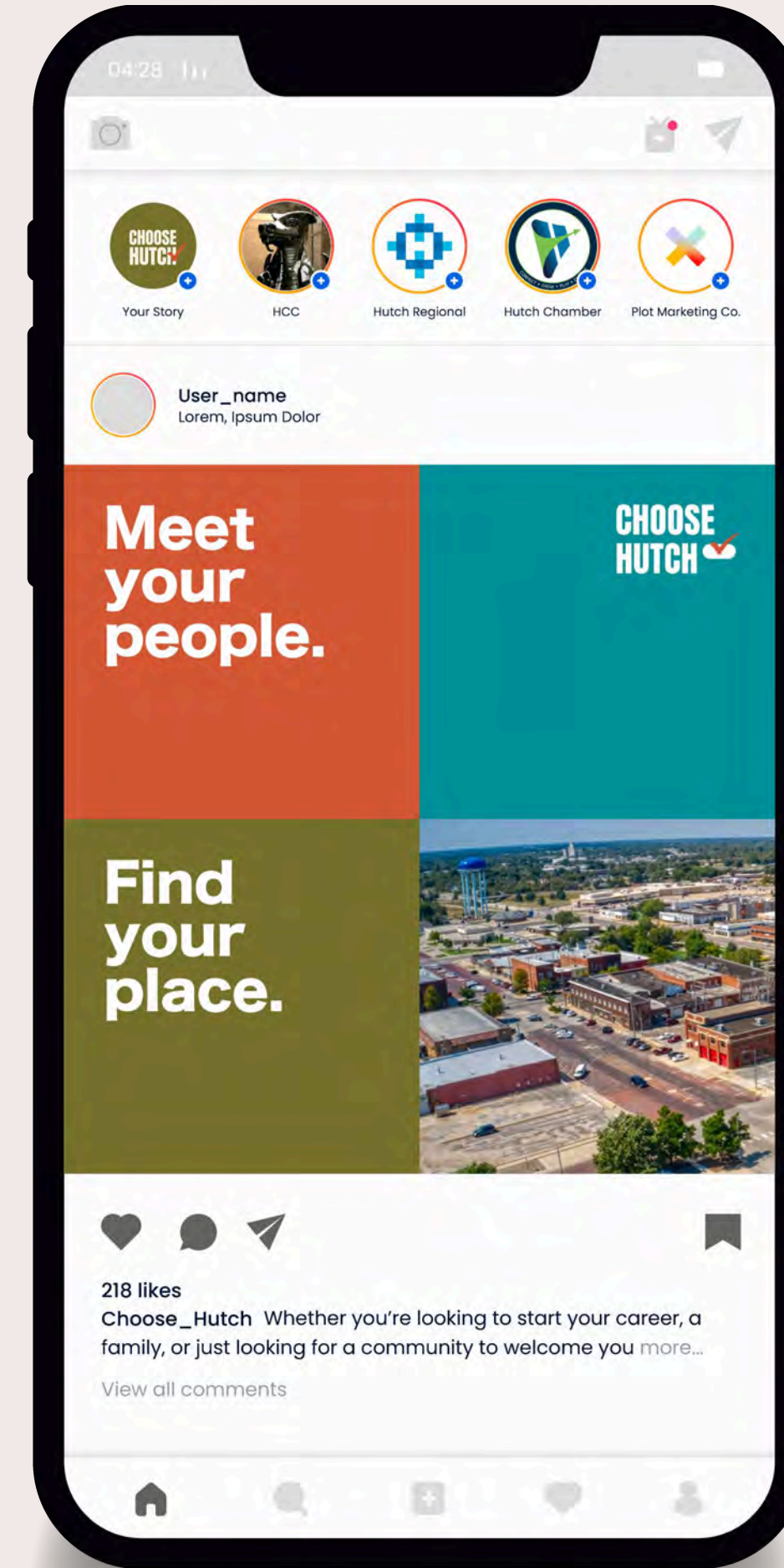
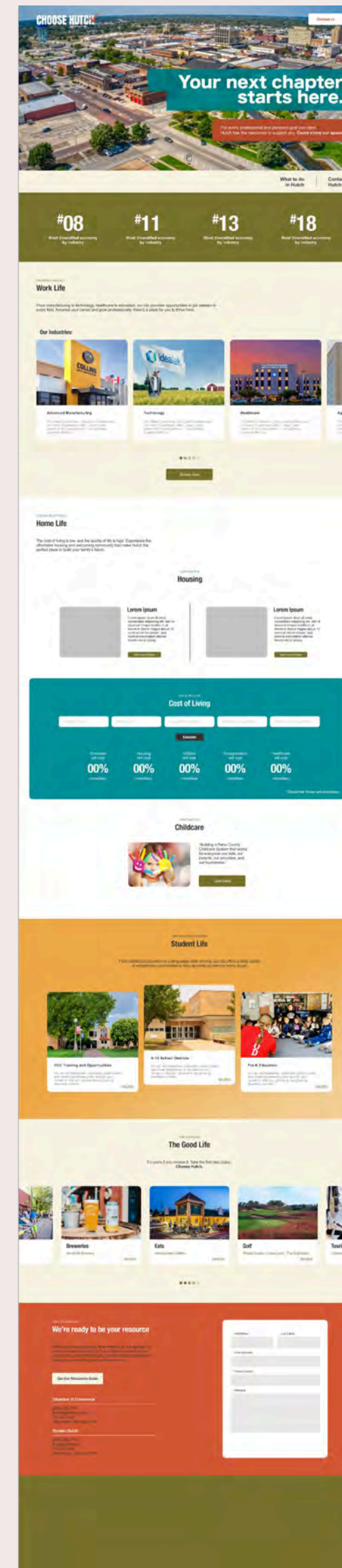
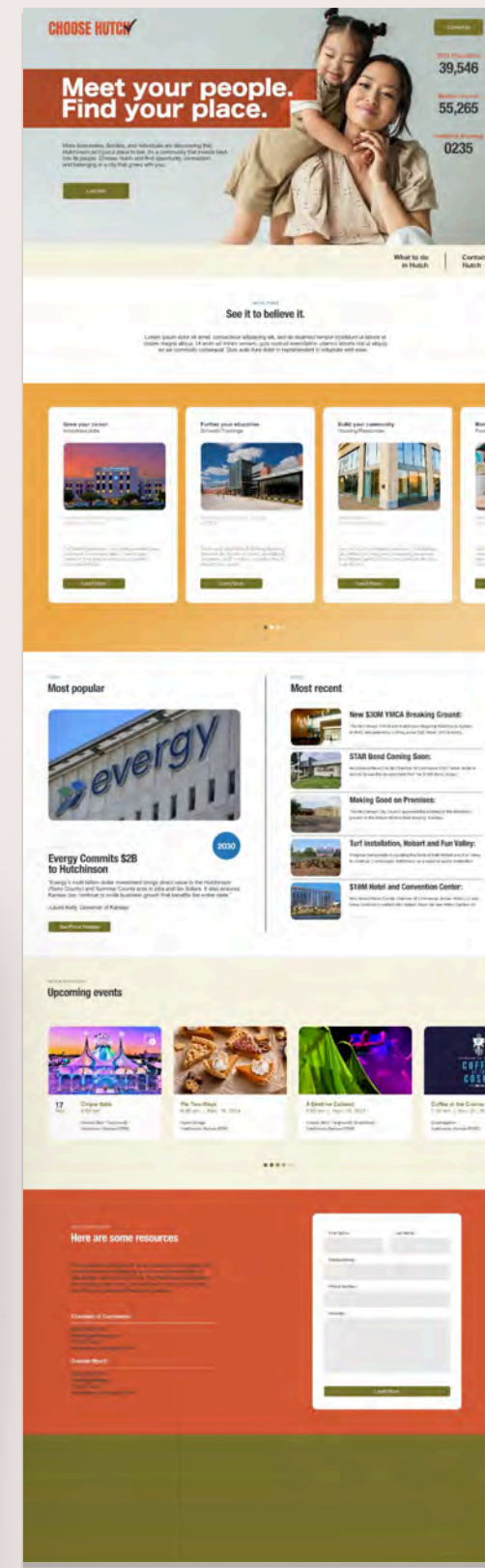
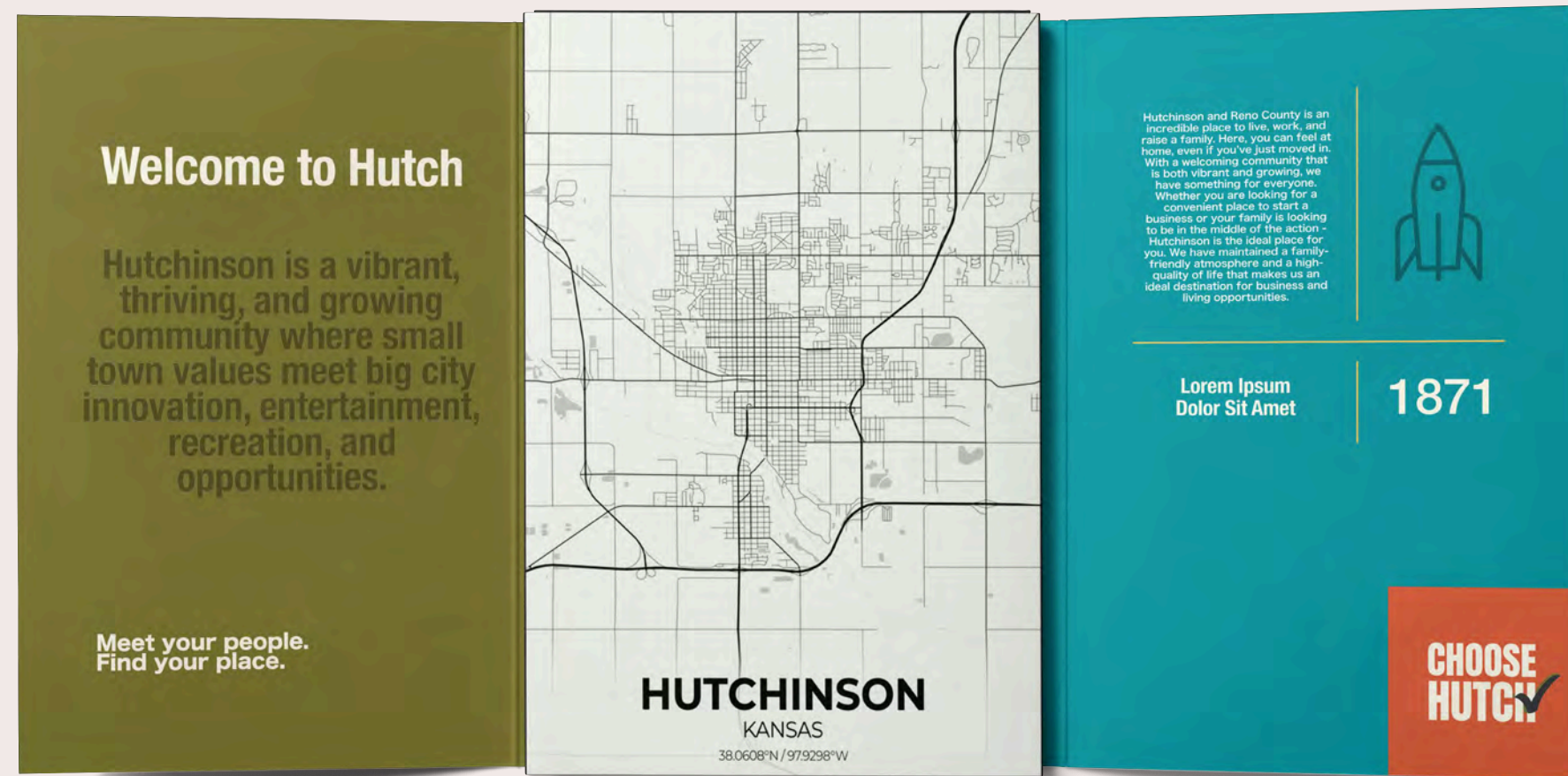
TROPICAL PRODUCTS

SMIRNOFF™
BODEGA

HOT 97
SUMMER JAM
SANDWICHES
CANDY

COFFEE FRUITS SANDWICHES SNACKS & CANDY ICE CREAM SANDWICHES FRUITS & VEGETABLES SLICED COLD CUTS MANHATTAN OLD BEER SODA CAFE LUSH BROS BROOKLYN CAL PRODUCTS COLD CUTS BAGELS DELI SANDWICHES SNACKS & CANDY FRUITS & VEGETABLES STATEN ISLAND OCERY

WEB + BRAND



THE DETAILS:

Brand & UX/UI Designer

FREELANCE

PLOT MARKETING CO. | UX/UI, BRAND

Led design for a variety of projects, including email marketing campaigns, digital ads, UX/UI for web, and branding initiatives such as a complete city rebrand. Delivered client websites, directing creative strategy, planning information architecture, and designing wireframes and mockups in Figma to guide dev.

BLANK SPACES | APP

Redesigned the UX/UI of the Blank Spaces app by conducting user studies to identify key pain points, implementing targeted solutions, and enhancing the brand design. Delivered a comprehensive overhaul that improved usability and elevated the app's visual appeal.

TANK INDUSTRIES | BRAND

Delivered impactful design solutions including a brand redesign, which earned an Honorable Mention in the 2024 GRAPHIS Brand Design Awards.

Brand activation: Smirnoff Pop-Up Bodega at Hot97's Summer Jam, conducting extensive site research, designing custom graphics, and sourcing props to create an immersive experience.

Design Manager

FULL-TIME

DOTDASH MEREDITH | BRAND

Led packaging design for BH&G, collaborating with Product Development and Creative Direction teams to create cohesive collections that elevated brand identity and shelf impact. Took on sole design responsibilities early on, driving strategy, providing shot direction, coordinating reviews, and managing supplier assets to deliver high-quality results under tight deadlines

EDUCATION

Kansas State University

B.A. Journalism & Mass Comm., PR

Student Governing Association Senator

Student Alumni Board | VP of Marketing

Sophomore Silver Key Honorary Society

Student Orientation Leader

EXPERTISE

Google UX Design Course

GRAPHIS '24 Awards Branding & Print

Honorable Mention

Thank
You *

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