Hi, I'm Hannah Markel

Multidisciplinary Designer & Storyteller

Seeking a creative position in a growth-oriented and collaborative environment. I excel in combining my passion for psychology and my diverse design skillset to deliver engaging, human-centric experiences.

CAREER HISTORY

Creative Lead | Contract

Led design for a variety of projects with Plot Marketing Co., 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.

UX/UI Designer | Contract

Redesigned the interface 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.

Brand Designer | Contract

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

Led design for a 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 | Dotdash Meredith

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 & CERTIFICATIONS

Kansas State University

B.A. Mass Communications; Advertising
Minor: Art

Google

UX Design Certificate

NYIAD

Graphic Design Certificate

SKILLS & EXPERTISE

Skill		
Figma	Years	● ●
Adobe After Effects	Years	● ● ● ● ● ●
Adobe Illustrator	Years	● ● ● ● ● ● ●
Adobe Photoshop	Years	● ● ● ● ● ● ●
Adobe XD	Years	● ● ● ●
Adobe InDesign	Years	● ● ● ● ● ●