

# HANNAH WITNER

## DESIGNER

hgwitner@gmail.com  
704.999.4489

## EDUCATION

### PARSONS SCHOOL OF DESIGN

BFA in Integrated Design  
Minors in Graphic Design & Fine Art  
Honors summa cum laude  
New York, NY  
Aug 2015 - Dec 2018

### WAKE FOREST UNIVERSITY

Presidential Scholarship for Visual Art  
Winston-Salem, NC  
Aug 2014 - May 2015

## SKILLS

Branding / Identity  
Brand Style Guides  
Digital Design  
UX & UI  
Wireframing (low and high fidelity)  
Prototyping  
Mobile design / Web design / Tablet design  
UX Research and Writing  
Design Systems / Strategy  
Iterative Design  
Interaction Design  
Illustration / Visualization  
High-quality Art Production for Idea-driven Visuals  
Strong Typography, Color, and Layout Skills  
Interaction design  
Basic Animation  
Visual Communication  
Implementation with Developers  
Entrepreneurship  
Package / Product / Print  
Photography / Retouching  
Creative Strategy  
Concept Ideation

## SOFTWARE

Adobe Creative Cloud	Lightroom
Illustrator	Bridge
Photoshop	Omnigraffle
InDesign	Principle
InVision	Fusion360
Sketch	Basic HTML+CSS
Adobe XD	Microsoft Office
Premiere Pro	
After Effects	

## PORTFOLIO

[WWW.DESIGNBYHANNAH.ME](http://WWW.DESIGNBYHANNAH.ME)

## EXPERIENCE

### DESIGNER

Harrison&Star New York, NY Dec 2020 – Present

- My role at H/S lies between designer, brand designer, art director, and digital designer • Harrison and Star ranked #1 Ad Agency in the US by Lurzers Archive 2021 • Professional craftsperson with high stands on type, photography, color, layout • Works closely and directly with Creative SVP, as well as our creative team and with all other departments including account, copy, strategy, medical
- works every day on branding and style guides, websites, logos/logo banks, presentations, UI prototyping and layouts, UX wire-framing, layout, concept ideation, packaging, ads, and everything in between • develops both low and high fidelity UI mockups and prototypes for web, mobile, and tablet format • worked on a cross-disciplinary team in close communication and quick problem-solving to bring projects from research through conception to presentation • works across various Pharma Brands in the agency, including Merck, Jazz Pharmaceuticals, Bristol Myers Squibb, Pfizer, Bayer, Eisai, Gilead, Takeda, and more • Tools used: Adobe Suite (Illustrator, InDesign, XD, Photoshop, Bridge), Sketch, Omnigraffle

### INTERNATIONAL ARTIST IN RESIDENCE

Various Arts Organizations Aug 2020 – Dec 2020

- artist-in-residence programs give artists/designers the opportunity to live and work outside of their usual environments, providing them with time to dig deeper, research, and produce work. During a residency, artists explore new locations, cultures, and experiment with different materials and processes.
- participated in making work within the program according to my creative proposals • collaborated with other artists and interacted with the local communities in exhibitions and studio visits
- I was selected and participated in merit studio residencies at C3 Lab (USA), Goodyear Arts (USA), Buinho Creative Hub (Portugal), Zaratan Arte Contemporânea (Portugal), Nes Art Residency (Iceland), and NG Art Creative Residency (France).

### DESIGNER

Union Design New York, NY Feb 2019 – April 2020

- full time experience in a multidisciplinary design agency focused on digital experiences, branding, and experiential environments • developed both low and high fidelity UI mockups and prototypes for web, mobile, and tablet format • Responsible for User Research, Information Architecture, Interaction and Visual Design, Prototyping, and Testing across web and mobile designs • website A/B testing for desktop apps, web apps, and e-commerce • brand development, corporate identity, print and collateral, interactive apps and websites, user interface and experience design, mapping and data visualization, marketing environments, exhibit and signage systems • concept development to iterative design and collaboration, to technical implementation and maintenance • worked on a cross-disciplinary team of designers in client communication and quick problem-solving to bring projects from research through conception to presentation • Assess tasks and plan successful execution for new and in-progress projects • Collaborated with managers, business partners, and developers to help define design requirements and execution • Tools used: Adobe Suite (Photoshop, Illustrator, InDesign, XD, Bridge), Sketch, InVision, CMS platforms, HTML/CSS

### FREELANCE UI/UX DESIGNER

Various Clients New York, NY Dec 2017 – Present

- consulted with various clients across the US to assist with jobs in graphic design, UX/UI, branding, digital design, and web and mobile products • developed both low and high fidelity UI mockups and prototypes for web and mobile applications • Tools used: Adobe Suite (Photoshop, Illustrator, InDesign, XD, Bridge), Sketch, InVision

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## EXPERIENCE

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### GRAPHIC DESIGNER

Lowercase NYC      Brooklyn, NY      May 2018 – Dec 2018

- jumpstarted the branding for handcrafted eyeglass company • created wireframes and build-out for web and mobile design • conceived and produced content for digital advertising campaigns • product design and merchandise design • print material, layouts, & lookbooks • product photography and editorial stylization • social and email campaigns • Tools used: Adobe Suite (Photoshop, Illustrator, InDesign, XD), CMS platforms, HTML/CSS

### JEWELRY DESIGNER

Global Brands Group      New York, NY      May 2018 – Aug 2018

- worked directly with creative director in development of jewelry concepts and collections • technical drawings & spec sheets for production • hand drawing/sketching/rendering • Tools used: Adobe Suite (Photoshop, Illustrator, InDesign), CMS platforms

### DESIGNER & INDEPENDENT BUSINESS OWNER

Ephemna Jewelry      New York, NY      Oct 2016 – Sep 2018

- single-handedly created and programmed all aspects of the business • jewelry design and fabrication, product design, branding, packaging, print design, photography, editing, promotion, display, web design • created all wireframes and build-out for web and mobile design • oversaw all business planning, marketing, growth, sales, and finance • Tools used: Adobe Suite (Photoshop, Illustrator, InDesign)

### PACKAGE DESIGNER & COMP ARTIST INTERN

Garrett Clifford Design      New York, NY      May 2017 – Sep 2017

- package design + comping for primary and secondary cosmetics packaging • various print studio hand and digital skill proficiency • designed and redesigned visual elements for packaging • integrated problem solving and team efficiency in fast-paced environment • brands include Revlon, Ariana Grande, YSL, Ralph Lauren, Polo, Philosophy, Garnier, Elizabeth Arden, Kahlúa, La Mer • Tools used: Adobe Suite (Photoshop, Illustrator)

### DESIGN INTERN

Visionaire      New York, NY      Feb 2017 – May 2017

- demonstrated graphic design, prototype visualization, and illustration • logo, logotypes, layout, lockup, and header visuals • authored photographic and animated content • orchestrated layouts and artist collaborations • Tools used: Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), HTML/CSS

### CREATIVE INTERN

McColl Center for Art + Innovation      Charlotte, NC      May – Aug 2015

- editorial article writing • artist interviews and photo shoots • social media and marketing analysis