

# HANNAH WITNER

## DESIGNER + ART DIRECTOR

hgwitner@gmail.com

Brooklyn, NY, USA

## EDUCATION

### PARSONS SCHOOL OF DESIGN

BFA in Integrated Design

Pathways in Graphic Design & Fine Art

Honors summa cum laude

New York, NY

2018

## SKILLS

Branding / Identity

Brand Style Guides

Digital Design

UX Layouts

UI and Prototyping

Wireframing (low and high fidelity)

Mobile design / Web design

Iterative Design

Interaction Design

Illustration / Visualization

High-quality Art Production for Idea-driven Visuals

Strong Typography, Color, and Layout Skills

Basic Animation

Visual Communication

Implementation with Developers

Entrepreneurship

Package / Product / Print

Photography / Retouching

Creative Strategy

Concept Ideation / Comps

Iconography

## SOFTWARE

Adobe Creative Cloud

Illustrator

Photoshop

InDesign

Adobe XD

Sketch

Figma

Premiere Pro

After Effects

Lightroom

Omnigraffle

Basic HTML+CSS

AI / Midjourney

## PORTFOLIO

[www.designbyhannah.me](http://www.designbyhannah.me)

## EXPERIENCE

### ART SUPERVISOR

June 2023–Present

### SENIOR ART DIRECTOR

May 2022–June 2023

Area23

New York, NY

- Responsible for the execution of creative from concept to layout, through to finished art
- Responsible for upholding and evolving the brand throughout all materials
- Worked as lead art director for multiple brands
- Collaborate to develop and execute effective advertising campaigns reflecting the clients objectives
- Work independently as well as with copywriters to develop creative and effective advertising concepts from ideation through final execution
- Works to execute brand guidelines to further the brand reach and design to carry out advertising tactics; this includes digital and print outcomes
- Direct production of campaign elements
- Develop websites, UI prototyping, print layouts, ads, social, and digital content
- Lead brand direction through to product launch deadlines

### SENIOR DESIGNER / DIGITAL ART DIRECTOR

Harrison&Star New York, NY

Dec 2020 – May 2022

- My role at Harrison & Star lied between designer, brand designer, art director, and digital designer
- H/S ranked #1 Ad Agency in the US by Lurzars Archive 2021
- worked closely and directly with Creative SVP on all design projects, as well as all other agency departments including account, copy, strategy, medical to bring branding and design projects and campaigns to life
- Professional craftsperson with high stands on type, photography, color, layout
- responsible for creating brand and style guides, websites, logos/logo banks, presentations, pitches, UI prototyping and layouts, layout, concept ideation, packaging, ads, and everything in between
- high focus on digital design and direction: developed 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 and execution

### FREELANCE UI AND BRAND DESIGNER

Various Clients

New York, NY

Dec 2018 – Present

- consulted with various clients around the world to assist with jobs in digital design, UX+UI, branding + identity, graphic design, and web and mobile products
- developed both low and high fidelity UI mockups and prototypes for web and mobile applications
- executed client goals with creative solutions and masterful identity creation and technical product proficiency

### DESIGNER

Union Design New York, NY

Feb 2019 – June 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, interaction and visual design, prototyping, and testing across web and mobile platforms
- 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 with the utmost sense of craft and beautiful brand execution