

# HANNAH WITNER

## DESIGNER + ART DIRECTOR

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Brooklyn, NY, USA

## 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 Layouts  
UI and Prototyping  
Wireframing (low and high fidelity)  
Mobile design / Web design  
Design Systems  
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	Lightroom
Illustrator	Bridge
Photoshop	Omnigraffle
InDesign	Fusion360
InVision	Basic HTML+CSS
Sketch	Microsoft Office
Adobe XD	Google Drive
Premiere Pro	Agency Servers
After Effects	

## Portfolio

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

## Experience

### SENIOR ART DIRECTOR

Area23 New York, NY May 2022 – Present

- The Senior Art Director is responsible for the execution of creative from concept to layout, through to finished art • In 2022, AREA 23 earned Clio Health “Agency of the Year” honors, Cannes Lions Health Grand Prix for Good, and again named Cannes Lions Health “Agency of the Year.” • 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 photographers, illustrators, designers and production staff to ensure proper production of campaign elements • Collaborates to develop websites, UI prototyping, print layouts, ads, social, and digital content • Tools used: Adobe Suite (Illustrator, InDesign, XD, Photoshop), Sketch

### 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 Lurzers Archive 2021 • worked closely and directly with Creative SVP on all creative projects, as well as our creative team and with all other agency departments including account, copy, strategy, medical • Professional craftsperson with high stands on type, photography, color, layout • worked every day on branding and style guides, websites, logos/logo banks, presentations, pitches, UI prototyping and layouts, layout, concept ideation, packaging, ads, and everything in between • developed both low and high fidelity UI mockups and prototypes for web, mobile, and tablet format • work on a cross-disciplinary team in close communication and quick problem-solving to bring projects from research through conception to presentation • work 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), Sketch, Omnigraffle

### INTERNATIONAL ARTIST IN RESIDENCE

Various Arts Organizations July 2020 – Nov 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 • collaborated with other artists and interacted with the local communities in exhibitions and studio visits
- selected and participated in merit studio residencies in Portugal, Serbia, France, Iceland, Hungary, and the USA.

### 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, 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

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## Awards

### LURZER'S ARCHIVE

2021

Medical Advertising Hall of Fame

Art Director + Typographer

## Experience

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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 AND BRAND DESIGNER

Various Clients                      New York, NY                      Dec 2017 – Present

• consulted with various clients around the world 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

### 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 • conceptualized 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)