

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

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 • I work 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 craftsman with high standards on type, photography, color, layout • I work 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 • develops 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, 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