

Hannah E. Spencer

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Chegg

Art Director, Oct 2020 – Present

Create and oversee flexible brand design system + playbooks for Thinkful. Facilitate and drive brand design across all digital channels. Create and manage project briefs, timelines, and resources. Lead research on brand and UX design to create data-driven design updates to our website and landing pages.

Freelance

Brand Designer, Jan 2014 – Present

Working with small businesses to develop their brand identity and website design.

Pair of Thieves

Senior Designer, May 2018 – Jul 2019

Oversaw and implemented all digital design and marketing campaigns. Managed a team of 3, plus multiple advertising agency partners. Migrated our ecommerce storefront from wordpress to Shopify.

Frank Collective

Senior Designer, Feb 2016 – May 2018

Built LA office design team from 1 to 5 members. Managed creative team on a variety client projects and marketing campaigns – included Barefoot Wine, Roasting Plant, and more.

Coalition Technologies

Senior Designer, Jan 2013 – Jan 2014

Established creative direction from concepts to strategies that met the objectives of all client projects and internal work.

Contract Graphic Artist

UCLA, June 2012 – November 2012

Assisted in project management of Pauley Pavilion renovation and UCLA Athletic Hall of Fame design.

Skills

User Research
User Testing
Information Architecture
Wireframing
Prototyping
HTML + CSS
Google Analytics
Klaviyo/Mailchimp
Adobe Creative Suite
Figma / Sketch
Invision
Keynote
Microsoft office suite

Education

Eastern Michigan University
BFA Graphic Design, Dec 2011

