

Hannah E. Spencer

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Fifth Season

Art Director, Dec 2021 - Present

Built the creative request process and project management system. Managed project priorities and creative direction. Directed and produced photo shoots for brand assets. Worked on multiple design projects across both print and digital channels including email, packaging, and event sampling.

Chegg

Art Director, Oct 2020 - Nov 2021

Developed flexible brand design system and built out a robust brand and photography guide for multi-channel usage. Directed and lead the development of new illustration and icon design. Worked with Growth and Marketing teams to develop our best performing ad creative.

Pair of Thieves

Senior Designer, May 2018 - Jul 2019

Lead the creative team and worked with our marketing department to create cohesive campaigns. Oversaw and managed the migration and redesign of ecommerce website.

Frank Collective

Senior Designer, Feb 2016 - May 2018

Managed designers and copywriters in a variety of brand, digital, packaging, and marketing projects. Brands included Barefoot Wine, KAYAK, and Roasting Plant.

Freelance

Designer, Jan 2014 - Feb 2016 & Aug 2019 - Oct 2019

Worked with small businesses to develop their strategy, brand design, social media, and design + build their websites.

Coalition Technologies

Senior Designer, Jan 2013 - Jan 2014

Collaborated with marketing, SEO managers, and copywriters to develop strategy and art direction. Pitched and presented concepts to clients. Notable brands included Spinning and Urban Armor Gear.

Contract Graphic Artist

UCLA, Jun 2012 - Nov 2012

Assisted in project management and design direction of Pauley Pavilion renovation. Worked with the UCLA Athletic Hall of Fame to update installation designs.

Skills

Project Management
Brainstorming
User Research
Wireframing
Prototyping
HTML + CSS
Google Analytics
Klaviyo/Mailchimp
Adobe Creative Suite
Figma
Sketch
Invision

Education

Eastern Michigan University
BFA Graphic Design, Dec 2011

