

# Hannah E. Spencer

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## **Freelance** | Designer, Aug 2019 - Present

- Working with small businesses to develop business strategy, brand design, social media, and website design + development.

## **Fifth Season** | Art Director, Dec 2021 - Jul 2022

- Identified key areas for focus, crafted customer journey maps, user flows, designed high-fidelity mockups, and conducted user surveys and testing.
- Built email marketing strategy, designed and developed new email marketing flows & campaigns.
- Concepted, produced, and directed photoshoots for social, web, and email marketing.

## **Chegg** | Art Director, Oct 2020 - Nov 2021

- Developed flexible brand guide including design, brand voice, and photography 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 and landing pages.
- Worked closely with Product design to align on color palette, new brand assets, and general unification between marketing site and student experience.

## **Pair of Thieves** | Senior Designer, May 2018 - Jul 2019

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

## **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.

## **Graphic Artist** | UCLA, Jun 2012 - Nov 2012 (contract)

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

## **Skills**

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

## **Education**

Eastern Michigan University  
BFA Graphic Design, Dec 2011

