

Hannah Spencer

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(323)710-6778

SKILLS

Creative strategy development, campaign concepting and execution, art direction, project management, team leadership, design systems, visual design, information architecture, prototyping, user research, accessibility

TOOLS

Adobe CC, Figma, Webflow, HTML + CSS, Asana + Airtable, Google Analytics, Klaviyo/Mailchimp, Hotjar, UserTesting

CHEGG | Associate Creative Director (Contract)

Oct 2024 - Present

- Directed the Spring Rush Campaign, developing a cohesive multi-channel strategy to engage students during a critical seasonal period, with a focus on impactful, brand-aligned creative.
- Managed and mentored a team of 6 designers, fostering collaboration and ensuring the timely delivery of high-quality assets across multiple platforms.

BACKYARD PRODUCTS | Art Director

Mar 2024 - Oct 2024

- Drive creative ideation and execution for seven backyard product brands sold DTC and through major retailers (Lowe's, Home Depot, Menards), managing a team of 3 designers to ensure brand consistency.
- Developed and implemented brand guidelines and platforms for five brands, led the redesign of a DTC website, and collaborated with marketing to transition from WordPress to Shopify, resulting in a 10% YOY sales increase, 5% growth in email subscribers, and a 12% rise in inbound leads.

FREELANCE | Designer

Aug 2019 - Present

- Consult with clients on brand strategy, content design, and UX, developing and designing brand identities, packaging, web design & development (Webflow), and conference event collateral design.
- Clients include United States Chamber of Commerce, Edulis, Shelfmark, Mach9, Furvor, Beara Bakes.

FIFTH SEASON | Art Director

Dec 2021 - Jul 2022

- Concepted, produced, and directed photoshoots for social, web, and email marketing, developing comprehensive brand guidelines and packaging designs with engaging visuals and a cohesive brand system that includes dynamic motion graphics.
- Managed project intake flow, creative processes, and partnerships, while curating a comprehensive brand library ensuring consistency and efficiency across company-wide initiatives.
- Directed the campaign for a product launch at major retailer Kroger, overseeing the implementation of brand guidelines, execution of packaging design, and development of impactful visuals.

CHEGG | Art Director

Oct 2020 - Nov 2021

- Planned and executed the creation of brand assets, icons, illustrations, ads, and web design, increasing signup conversion rates by 10% on landing pages.
- Developed a company-wide resource for brand guides, company ethos, values, and asset library. Conducted workshops and surveys for continuous updates aligned with company needs.
- 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 | Lead Interaction Designer

May 2018 - Jul 2019

- Led omni-channel campaign design, collaborating with marketing to ensure a cohesive user experience across all digital platforms.
- Oversaw and managed the end-to-end migration and redesign of the e-commerce site, focusing on improving user experience and conversion rates.

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 | Lead Interaction Designer

Jan 2013 - Jan 2014

- Developed and refined interactive prototypes and user flows for a diverse range of clients, delivering tailored digital experiences that align with brand goals.
- Led user research initiatives and A/B testing for client projects, driving iterative design enhancements that significantly

EDUCATION

Eastern Michigan University
BFA Graphic Design, Dec 2011

