

Hannah Lee

graphic designer + illustrator



Contact

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Skills

- Utilizes graphic design, illustration, and hand-lettering to create compelling visuals for digital and print
- Specializes in digital content and experiences due to social media background and client portfolio
- Provides art direction and oversight to motion and production designers, ensuring project cohesion
- Develops style guides and templates for varying skill levels
- Creates storyboards where complex concepts are simplified for enhanced engagement
- Upholds brand guidelines while creatively pushing boundaries via loopholes, earning the nickname of design lawyer
- Adept in Adobe CC, Figma, and Procreate with foundational motion design knowledge

Experience

Penta

December 2021-Present

Designs brand systems, campaign toolkits, and storyboards. Provides oversight for motion and production designers. Owns multiple timelines from beginning to end in an agency setting. Led a Figma re-org initiative to streamline collaboration and created diverse editorial content.

Notable clients include Samsung, KPMG, Humana, and Mastercard.

Barkley

May 2019-November 2021

Designed and illustrated for cross-functional client and internal projects. Provided design oversight for production and managed multiple timelines to meet deadlines in an agency environment.

Notable clients included U.S. Bank, Big Brothers Big Sisters, and Wawa.

C3, Internship

January 2019-May 2019

Illustrated and designed for client and internal projects.

Exodus Cry, Freelancing

June 2017-May 2019

Managed social accounts, created content, and designed graphics for social and print needs. Grew their Instagram following by 6K+.

Attributes

- Empathy: considers diverse perspectives to inspire creative concepts and problem-solving
- Diligent: puts in every effort to attain excellence in each step of the process
- Optimism: boosts team morale by finding the silver lining
- Learner: maintains a sense of curiosity and shares new knowledge whether it's from design critiques or cultural trends
- Team Player: collaborates proactively, communicates clearly, and highly adaptable
- Detail-oriented: organized and attentive to detail, ensuring accuracy in designs
- Reliable: follows through on project milestones by being responsible and well-organized

Thanks for reading!
Let's keep in touch.