

Hannah C.

DESIGN & STORYTELLING

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☎ number provided upon emailed request

Profile

I am a seasoned graphic designer and marketing specialist with 9 years of experience in visual communication, campaign management, and multimedia production. I have successfully led the conceptualization and execution of multi-channel campaigns, creating accessible, informative, and engaging materials that have reached over 2 million people in the past 2 years. I am a change-maker and passionate about designing for diverse audiences and ensuring visual consistency across various mediums. My work is dedicated to promoting effective, inclusive, and ethical practices by fostering education, sustainability, and community engagement.

Skills & Knowledge

Creative Software:

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects), Canva

UX Design & Research:

Figma, Wireframing, Prototyping, User Testing, Sketch, Squarespace, HTML/CSS

Digital Marketing:

SEO, Email Marketing Automation, Digital Advertising, Social Media Content Creation (Instagram, Facebook, LinkedIn, TikTok, X)

Web & CRM Tools:

Squarespace, Shopify, Salesforce, Zendesk, Asana, Basecamp, HTML/CSS, Dreamweaver

Marketing Campaign Management:

Communications Strategy, Research, Data Entry & Analysis, Copywriting

Project Management:

Collaboration, Time Management, Multitasking, Attention to Detail

Additional Skills:

Public Speaking, Customer Service, Interpersonal Communication, Photography, Lighting Composition, Fast Learner, Ability to Work Under Pressure

Professional Experience

Freelance Art Director and Graphic Designer

I Am A Fartist | May 2018–Present

I Am A Fartist is my freelance design business and an e-commerce website that stocks products in art shops around the USA.

- Led the conceptualization and execution of creative projects across print, digital, and video mediums for various clients, ensuring alignment with brand guidelines and project objectives
- Collaborated with stakeholders to understand project scope and requirements, pitching creative concepts and delivering high-quality designs on time and within budget
- Managed multiple projects simultaneously, demonstrating strong organizational skills and attention to detail
- Utilized Adobe Creative Cloud software to develop visually compelling assets, including print materials, social media content, and motion graphics
- Actively participated in brainstorming sessions to generate innovative ideas and concepts for clients

Lead Graphic Designer and Campaign Manager

Philadelphia Department of Public Health | July 2021–October 2023

The Substance Use Prevention and Harm Reduction Division strives to create a city free of overdose, stigma, and harms of the War on Drugs

- Successfully redesigned the division website, including developing templated web pages, page layouts, banners, wireframing, and sourcing images
- Spearheaded neighborhood-specific marketing campaigns reaching over 1.5 million people, overseeing the entire creative process from concept development to final execution
- Provided strategic communications support to department divisions, crafting compelling copy and designing accessible content for internal and external channels
- Utilized CRM tools to track campaign analytics and drive audience development, fostering increased engagement and brand awareness

Visual Communication and Marketing Specialist

In-Sight Photography Project | September 2019–March 2022

Nonprofit providing financially inclusive arts programming that empowers youth to communicate their personal visions

- Developed organizations's new visual brand identity and standards including logo, website, and typography
- Created and delivered fundraising and membership campaigns across digital, print, video, and events
- Collected and analyzed data and feedback on communications, messaging, and brand identity effectiveness
- Responsible for planning, coordinating, and implementing the organization's first annual report in 6 years
- Created and managed the 2019 and 2020 Annual Appeals which collectively raised over \$100,000
- Researched and connected with the community about new engagement and fundraising opportunities

Marketing Associate and Teaching Artist | AmeriCorps Member

In-Sight Photography Project | November 2018–September 2019

- Led workshops and classes to teach students between the ages 11–18 about graphic design and marketing
- Completed a full website redesign
- Wrote copy, designed, and deployed email marketing campaigns through Mailchimp
- Managed social media content for Instagram, Facebook, and Twitter for over 3,000 followers
- Created and managed all marketing materials for In-Sight's 21st Annual Auction which raised almost \$25,000

Graphic Designer

COCA - Center of Creative Arts | June 2016–March 2020

Nonprofit with a mission to enrich lives and build community through the arts

- Designed marketing collateral including brochures, posters, flyers, booklets, and merchandise which were distributed to over 50,000 people
- Created marketing plan for the Create Our Future Campaign, a \$45 million, multi-year effort to fund the capital renovation and expansion of COCA
- Coordinated photoshoots and photographed art productions and events for Marketing Team
- Provided exceptional customer service to students and parents with questions via telephone, email, and at productions and events

Interests

Social Dance

Hip Hop, House, Voguing, Waacking, Locking, and Street Jazz

Visual Arts & Art History

Illustration, Embroidery, and Public Art Installations

Reading

Current Favorite Genre:

Historical Fiction

Education

Bachelor of Fine Arts, Illinois State University

Major: Graphic Design

Major: Sculpture/Expanded Media

Graduated Summa Cum Laude

Graduated with Honors

Graphic Design, Hanze University Groningen, Netherlands

Created and test ran Illinois State University School of Art's first international exchange program

Additional Leadership Experience

Diversity and Inclusion Council Leader

Philly Cheer Elite | Philadelphia, PA | 2022–2023

- Created informative presentations and led discussions on LGBTQIA+ topics.
- Focused on fostering an inclusive environment within the organization
- Collaborated with board members to actively engage our organization with the Philadelphia community

Trip Leader

Center For Community Engagement and Service Learning | Illinois State University | 2016–2018

- Developed Illinois State University's inaugural sustainability cross-country volunteer trip, securing \$22,000 in grant funding
- Served as the primary leader for 35 participants during a service trip to install solar panels for low-income families in California