



# Hannah Carnes


GRAPHIC DESIGN & STORYTELLING

(any pronouns)

 hcarnes.com  
linkedin.com/in/hannah-carnes

 +1 (618) 560-8486

 hcarnes.design@gmail.com

 Philadelphia, PA  
\*Valid NZ Working  
Holiday VISA

## Profile

Kia ora! Ko Hannah toku ingoa.

I am a graphic designer and storyteller with 9 years of experience specializing in accessible, inclusive designs for arts organizations. Within the last 2 years, I have created and managed 62 projects which connected to over 2 million people. My mahi is dedicated to those who deserve a moment on the pedestal to speak their story. I am especially passionate about the creative arts, building healthy communities, and LGBTQI+ whānau.

I am excited for the opportunity to travel to Aotearoa New Zealand with my Working Holiday VISA and deepen my knowledge about Māori arts and culture.

## Skills & Knowledge

Adobe Creative Suite

Illustrator, Photoshop, InDesign, Premiere Pro

Social Media Content Creation

Instagram, TikTok, Facebook, Twitter

Microsoft Office

Squarespace

WordPress

HTML & CSS

Copywriting

Ability to Work Under Pressure

Fast Learner

Adaptability

Interpersonal Communication

Strong Critical Thinking

Management & Leadership

Complex Problem Solving

Collaboration & Motivating Others

Public Speaking

Community Outreach

Client Relations

Media & Content Strategy

## Education

**Bachelor of Fine Arts, Illinois State University**

Graduated May 2018

Major: Graphic Design

Major: Sculpture/Expanded Media

Graduated Summa Cum Lauda

Graduated with Honors

## Professional Experience

### Lead Graphic Designer

Philadelphia Department of Public Health | July 2021–Present

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

- Developed, executed, and launched 3 neighborhood-specific marketing campaigns reaching 1.5 million people
- Write copy, design, and deploy print and digital marketing and advertising materials
- Ensure prompt and accurate progress of concepts from development through completion
- Effectively execute and enforce brand and identity guidelines
- Completed a full website redesign which increased site traffic to almost 5k unique visitors each month

### 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*

- Concept, develop, and execute print and digital designs in alignment with visual brand identity and standards
- Collect and analyze data and feedback on communications, messaging, and brand identity effectiveness
- Interpret creative briefs into conceptual ideas that communicate to diverse communities
- Research and connect with the community about new engagement opportunities
- Responsible for the 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

### Marketing Associate | AmeriCorps Member

In-Sight Photography Project | November 2018–September 2019

- 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

## Additional Leadership Experience

### Diversity and Inclusion Council Leader

Philly Cheer Elite | Philadelphia, PA | 2022–Present

- Create informative presentations and lead discussions surrounding LGBTQIA+ topics
- Help facilitate an inclusive environment at practices, events, and fundraisers
- Work with board members to make our organization an active part of the Philadelphia queer community

### Trip Leader

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

- Developed Illinois State University's first sustainability cross-country volunteer trip
- Co-wrote grant proposal for \$22,000 and received full amount to fund transportation and housing
- Served as the primary leader looking after 35 participants during service trips