



CONTACT

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EDUCATION

BACHELOR OF FINE ARTS - ART DIRECTION

College for Creative Studies
2016-2021

PRE-REQUISITES

Macomb Community College
2013-2016

SKILLS

Team work
Art Direction
Adobe Creative Suite
Graphic Design
Collaboration
Ideation/Storyboarding
Branding and Visual Identity
Content Creation

PERSONAL PROFILE

Hey! My name is Hannah and I'm an art director based in Detroit, MI. My goal is to create work that is impactful, innovative and uplifting. I have a passion for being creative, helping people, making people feel good and making people laugh. I am grateful to have discovered that art direction is a wonderful way to do all do those things.

WORK EXPERIENCE

MRM/MCCANN WORLDGROUP

Art Director September 2022-Present

- Created monthly CLM emails in Adobe XD, targeting Chevrolet owners, previous owners, and potential Chevrolet enthusiasts.
- Developed CANS emails for Chevrolet and Cadillac owners who have ordered a new vehicle and are awaiting its production.
- Designed email communication for the Smart Charging Program for Chevrolet EV owners and clients such as DTE, Xcel Energy, SunPower, Duke, and Eversource and created the Smart Charging landing page.
- Creatively selected vehicle images to use in email communications for CLM, Smart Charging and CANS
- Presented final layouts to client for approval
- Cut and prepped final creative assets to pass off to Adobe for production

DONER

Art Director Intern March 2022-July 2022

- Worked with a copywriter and a senior ad to develop a 360 campaign for The UPS Store.
- Created layouts, emails, social posts and print ads for clients such as Consumer Energy, Tishman Speyer and ZO.
- Selected stock photography as needed for various projects

LUDWIG+

Art Director Intern November 2021-March 2022

- Developed creative concepts based on client briefs for Rocket Mortgage, Carrington Mortgage and Joyology
- Produced storyboards for review, revision and approval.
- Participated in weekly status meetings with internal teams