



CONTACT

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- www.hannahzinger.com

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
Figma
Midjourney
CapCut

PERSONAL PROFILE

Hey! My name is Hannah and I'm an art director based in Royal Oak, 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 of those things.

WORK EXPERIENCE

CAMPBELL EWALD

Digital Designer + Art Director August 2025-Present

- Designing for multiple channels for OnStar such as web, paid and organic social, IDDN, and OLA for US, Canada and Canada French
- Produced 2026 Q1 Brand Campaign for OnStar across all channels
- Producing storyboards to work directly with influencers to create reels for OnStar's social media

LATCHA + ASSOCIATES

Freelance Art Director October 2024-March 2025

- Worked in Figma to design 2,000 ads for 400 Mercedes-Benz dealerships across the United States.
- Cut, renamed and organized assets for all Mercedes-Benz communications including display, social, email and web.

MRM/MCCANN WORLDGROUP

Art Director September 2022-October 2024

- 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.

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

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.