

# Hi, I'm Hannah Markel

Multidisciplinary Designer & Storyteller

Seeking a creative position in a growth-oriented and collaborative environment. I excel in combining my passion for psychology and my diverse design skillset to deliver engaging, human-centric experiences.

## CAREER HISTORY

### Creative Lead | Contract

Led design for a variety of projects with Plot Marketing Co., including email marketing campaigns, digital ads, UX/UI for web, and branding initiatives such as a complete city rebrand. Delivered client websites, directing creative strategy, planning information architecture, and designing wireframes and mockups in Figma to guide dev.

### UX/UI Designer | Contract

Redesigned the interface of the Blank Spaces app by conducting user studies to identify key pain points, implementing targeted solutions, and enhancing the brand design. Delivered a comprehensive overhaul that improved usability and elevated the app's visual appeal.

### Designer | Contract

Designer on TANKindustries' brand design team for Lucile Packard Foundation, recognized with an Honorable Mention in the 2024 GRAPHIS Brand Design Awards.

Member of the design team for TANKindustries' Smirnoff Pop-Up Bodega project, contributing site research, graphic design, and prop sourcing.

### Design Manager | Dotdash Meredith

Led packaging design for BH&G, collaborating with Product Development and Creative Direction teams to create cohesive collections that elevated brand identity and shelf impact. Took on sole design responsibilities early on, driving strategy, providing shot direction, coordinating reviews, and managing supplier assets to deliver high-quality results under tight deadlines

## EDUCATION & CERTIFICATIONS

### Kansas State University

B.A. Mass Communications; Advertising  
Minor: Art

### Google

UX Design Certificate

### NYIAD

Graphic Design Certificate

## SKILLS & EXPERTISE

Figma	Years	● ●
Adobe After Effects	Years	● ● ● ● ● ●
Adobe Illustrator	Years	● ● ● ● ● ● ●
Adobe Photoshop	Years	● ● ● ● ● ● ●
Adobe XD	Years	● ● ● ●
Adobe InDesign	Years	● ● ● ● ● ●