

Hanna Abbott

GRAPHIC DESIGNER

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ABOUT

I'm passionate about bringing brands to life across digital and physical spaces. Good design isn't just aesthetic, it creates an emotional connection.

EDUCATION

University of Texas
at Arlington

BA in Art
Visual Communication
Communication Technology

WORK EXPERIENCE

2023-Present

Mizzen+Main | Graphic Designer

Elevate Mizzen+Main's visual identity through comprehensive brand style guides. Partner with the Senior Designer to execute 360° promotional and seasonal campaigns across paid ads, email, social, and e-commerce. Design impactful in-store retail collateral to seamlessly bridge physical and digital brand experiences.

2023 (Jan-June)

Golin | Graphic Design Intern

Collaborated with senior design teams across diverse agency accounts to build high-volume visual assets, event promotional print, and custom social media content. Delivering fast-turnaround campaign deliverables in a high-velocity workflow.

2019-2023

Freelance | Graphic Designer

Provide end-to-end creative direction, custom artwork, and visual design solutions for private clients. Oversee independent project lifecycles from concept and client communication to final execution, delivering tailor-made brand assets and illustrations on scope and deadline.

SKILLS

*Brand Design
Campaign Ideation
Email Marketing
Paid Media
Organic Social
Digital Marketing
Photo Art Direction
Brand Strategy*

SOFTWARE

*Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Figma
Procreate*