



see the idea, shape what it becomes.

HANNAH

CONCEPT + STRATEGY CONTENT + DESIGN PRODUCTION + MORE

DESIGNER & CREATIVE LEAD *with*
BACKGROUND IN ART HISTORY, DESIGN
EDUCATION & COMMUNICATIONS

A strong instinct for turning ideas into thoughtful design for optimal function. I move briefs into something more, not just executing ideas, creating them.

Key Experience

GRAPHIC DESIGNER | BRAND + CREATIVE LEADERSHIP JRL Group Ltd UK April 2019-Present

- established, led and built the brand identity of a leading, rapidly growing construction group, spanning 13+ in-house businesses and signage for multiple live construction projects
- example: helped drive sales of London Tower Cranes by designing and leading its new website, brochure and other marketing assets
- created the visual language across brand, communications, events and physical environments, creating consistency across every touchpoint
- created brand assets, guidelines, templates, photography and video libraries, company literature, campaigns and communication tools to ensure consistent brand expression
- created and led high-value work-winning and investment collateral, developing the meaning, narrative and visual proposition behind major development opportunities
- led the design and large format print production of major site hoardings
- working closely with directors, agencies, photographers, specialist print teams, local authorities and national authorities

Graphic Designer

Roche UK Aug 2017-Mar 2019

- led the design of an employer branding campaign, across print, outdoor rail and bus advertising, events and digital media
- responsible for daily motion-graphics content for new nine-screen atrium video wall and supporting campaign materials
- worked closely with medical professionals to design event materials for international events like The World Federation of Haemophilia Glasgow 2018 and Cancer Capacity Challenge London 2018

Communications Coordinator

Cambridge University Press & Assessment Aug 2013-Aug 2016

- coordinated six teams across printing and international despatch, including recruiting, supervising 20 temporary staff and supporting international live exams in person

Teacher of Art, Design & History

Astley Cooper School Jan 2009-July 2013

- designed and delivered visual learning programmes and resources
- responsible for teaching and assessing 120 students daily
- increased student attainment by 80%; repeatedly rated Outstanding 2013; Outstanding, 2011; Outstanding, 2010; Outstanding

Arts, Heritage, Charity & Voluntary

Jan 2010-Jan 2011: English Heritage & National Trust Visitor Assistant
April-May 2007: Princes Trust Mentor to under-achievers/ex offenders
Oct-Dec 2006: Courtyard Theatre London Marketing Assistant to MD
May-July 2004: Christie's Auction House Client Services Internship

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BRAND, CAMPAIGNS,
COMMUNICATIONS,
COPYWRITING, DIGITAL,
PRINT AND MORE

Qualifications

Strohacker Graphic Design School

Jan-Mar 2017 Industry briefs set by renowned designers

Postgrad Cert Design Education Leadership

2010-2011 Cambridge University

Postgrad Cert Art & Design Education: ABB

2007-2008 London University

B.A (Hons) History of Art & Design: 2:1

2002-2005 Manchester University

B-Tec Diploma Art & Design: MERIT

2000-2001 University of Hertfordshire

Professional Development

2017 HTML Introduction

2016 Project Management

2016 Leadership-Introduction

Software Skills

Photoshop

Illustrator

InDesign

After Effects

Other achievements

2016 Lead Rock Climbing course

2015 3 x Sportif cycle rides

2014 3 x 80 mile charity cycle rides

2014 6 week dance course

References

Hannah's creative flair, commitment, attention to detail and ability to join the dots and think outside the box is completely outstanding.

She is passionate about delivering excellence and is definatley a master of her profession

Tracey Anderson | Global Talent Manager

Roche UK 2019

Hannah would be a creative asset to any company

Bill Strohacker | Course Leader

Strohacker Design School 2017

Hannah is positive, curious and driven to learn more

Anna-Huguet | Manager

Cambridge International Examinations 2016

Hannah is always an exceptional example of professionalism and made the team a team

Caroline Holmes | Head of Department

Astley Cooper School 2013