

# HANNAH WOLFENSON

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## *Experience*

### **Digital Designer | Stuart Weitzman** | Full-time | 6/21 – Present

Oversee email, paid social, and site asset designs for international fashion brand. Demonstrate a high degree of creativity while conforming to brand's visual identity. Manages all projects from art directing in studio, image retouching, designing, and delivering print and digital assets.

### **Graphic Design Co-op | X Agency** | Full-time Contract | 7/20 – 12/20

Served as Lead Designer and Copywriter while providing management of fashion and beauty e-commerce clients to develop design themes and brand positioning for upcoming launches. Designed and launched emails and google ads for various client campaigns.

### **Graphic Design Intern | Scratch M + M Agency** | Part-time | 1/20 – 6/20

Collaborated with the design team to improve social media presence for healthcare and technology clients by creating more cohesive voices and visual identities. Developed branding collateral for clients by designing website and print assets to grow engagement.

### **Graphic Design Co-op | Rue Gilt Groupe** | Full-time Contract | 1/19 – 6/19

Developed digital assets for the fashion website's daily homepage highlights in a fast-paced environment. Executed on-brand designs through compositional layout, image retouching, typography, and color palette. Developed monthly seasonal design guideline changes.

### **Graphic Design Co-op | TJX Companies** | Full-time Contract | 1/18 – 6/18

Worked in-house with Creative Directors to design collateral for Marshalls, TJMaxx and HomeGoods while ensuring on-brand designs were executed efficiently to be implemented nationwide. Assisted in arranging and styling products at photoshoots.

## *Tech Skills*

**Creative** | (Advanced) Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma

**Creative** | (Intermediate) Adobe XD, Adobe After Effects, Mailchimp, WordPress

**Social** | (Advanced) Instagram, Facebook, Twitter, TikTok, Snapchat, LinkedIn, Pinterest

**Ad Tools** | (Intermediate) Google Ads, Google Analytics

**Deliverable Platforms** | (Advanced) Basecamp, Screendragon

## *Education*

### **Northeastern University, Boston, MA**

BS in Graphic Design and Business Administration, Concentration in Marketing  
Graduation May, 2021 | GPA: 3.7 | Combined Education and Co-op Program