



*Hey there!
I'm Hannah.*

Creative professional with 12 years of experience seeking a Senior Graphic Design role. Proven track record in brand consistency and developing engaging marketing assets, with expertise in Adobe Creative Suite and social media marketing. Strong background in graphic design and strategic content development, enhancing visibility and brand identity across various platforms.

EXPERIENCE

Founder & Executive Director

*Feb. 2019 - Present // Speak Your Truth Today (SYTT) // www.sytt.org
// www.speakyourtruth.today // United States*

- + Founded a Facebook support group for domestic violence survivors with over 19,000 members worldwide after a personal post went viral in February 2019.
- + Defined an identity structure, mission, vision, websites, and social media presence.
- + Organized a volunteer management structure to moderate the Facebook group with a volunteer team of 25+ individuals and fostered meaningful team bonding.
- + Gathered a talented board of directors and officially became a 501(c)3 non-profit in May 2021. Facilitated board meetings and financial reports.
- + Qualified for Meta's 2021 Community Accelerator Program out of 14,000 applicants worldwide and have secured over \$260,000+ from various funders since May 2021.
- + Spoke at Meta's headquarters on a panel titled "Designing for Inclusivity" to over 400 Product Designers to help educate them on how to better design the app for users who may be unsafe.
- + Published as a Nonprofit Visionary for the Los Angeles TimesOC in 2022.
- + Coordinated a "Volunteer Training Retreat" where 14 volunteers across the U.S. gathered together for a 4 day, 3 night retreat to connect and receive trauma-informed care training to better equip volunteers to support vulnerable survivors.
- + Leveraged my marketing and design experience to develop a virtual and inclusive, month-long "running" campaign to promote awareness of domestic violence called "Run The Globe" (www.runtheglobe.org), raising \$48,896.27 over three years.
- + Partnered with businesses (such as Chick-Fil-A, TCL, and Thrive Causemetics) to develop a Care Package Program to provide low-income survivors with tablets, phones, food gift cards, make-up, skin-care items, and more. To date, we have provided assistance to 222 survivors.
- + Collaborated with HR professionals to develop nonprofit policies, prepared and managed program budgets, initiated training programs, spoke at partnered webinars and conferences, led educational workshops, and so much more!

Graphic Designer

Dec. 2020 - Present // TCL Electronics // Irvine, CA

- + Operated closely with the design and marketing team to create web, print, social media, email, presentations, merchandise, and other marketing assets.
- + Designed TCL.com website pages, Amazon web pages, and add banners for device launches and redesigned new Photoshop templates to improve project flow.
- + Coordinated device photo shoots and art directed photographers and talent to ensure the lifestyles we captured showcased the KSP's of each device.
- + Explored AI in Photoshop to improve work flow and develop realistic backgrounds.

Graphic Designer & Customer Service Rep.

May 2019 - Nov. 2020 // Icon Signs // Anaheim, CA

- + Simplified workflow, prepared and scheduled jobs for large format printer and plotter.
- + Answered calls, generated quotes, managed payments, organized office supplies, trained new employees, and facilitated office manager duties aimed to foster positive business-to-client relationships.



EDUCATION

Bachelor of Science

*in Studio Arts with an
emphasis in Design*

Biola University

La Mirada, CA - May 2016

40-Hour Victim

Advocate Training

*California certification for
domestic violence*

WTLC

Santa Ana, CA - June 2020

TECHNICAL SKILLS

Adobe Creative Suite - 12+ yrs

Web Design - 10 yrs

Microsoft Office - 12+ yrs

Social Media Marketing - 10 yrs

Nonprofit Management - 6 yrs

Public Speaking - 5 yrs

ADDITIONAL EXPERIENCE

Branding & Social Media Strategist

May 2018 - Sept. 2018 // America's Remanufacturing Co. // Augusta, GA

- + Spearheaded a brand guidebook for the company employees to follow and facilitated trainings to use the company's logos, colors, and graphics.
- + Planned and executed all content for digital marketing on social medias (Facebook, Instagram, YouTube, Twitter, LinkedIn), email marketing, and events
- + Coordinated the marketing and grand opening event of the second AFO store in Atlanta, GA, which included developing radio ads.

Freelance Graphic & Web Design

Oct. 2016 - April 2022 // hannahhollander.com

- + Participated in branding, identity, and UX design promotional print and web projects for a variety of companies, small businesses, and non-profits including:
 - **Winkler Weddings**, Bellingham, WA (www.winklerweddings.com)
 - **Ryan Stone Therapy**, Fullerton, CA (www.ryanstonetherapy.com)
 - **Haven Photo & Co**, Bellingham, WA (www.havenphotoco.com)
 - **DoctorS Consulting**, Orange County, CA (www.doctorsconsulting.org)
 - **Dr. David C. Wang**, Fullerton, CA (www.drdauidcwang.com)
 - **Seminary Formation Project**, USA (www.seminaryformationproject.com)
 - **Extreme Meetings**, Seattle, WA (www.extrememeetings.com)
- + Raised over \$4,000 for a variety of partnered non-profits since 2017 (with every freelance project I receive, I donate 10% to a local non-profit.)
- + Organized and coordinated 2 week-long Art Career Camps to teach a variety of art careers through daily workshops lead by established artists for over 20 students from under-resourced communities.

Graphic Designer & Communications Associate

Aug. 2015 - March 2018 // Solidarity NPO // Fullerton, CA

- + Rebranded the organization's website and logo, implemented a identity handbook for the staff and organization to follow, and facilitated staff trainings.
- + Designed email campaigns, invitations, t-shirts, postcards, yearly gala fundraisers, and other various promotional materials for the non-profit.
- + Art directed photo shoots of various programs and events.

Junior Graphic Designer

May 2013 - Jul. 2015 // The Woods Coffee // Lynden, WA

- + Supported the Senior Graphic Designer with social media assets, POS marketing, store menus, and merchandise designs for the company's 17 stores.
- + Helped direct photo shoots of the highlighted seasonal drinks and pastries, and merchandised the stores with various t-shirts, sweatshirts, mugs, stickers, and more.