



# I'M HANNAH MOOY

## GRAPHIC DESIGNER

Over the last ten years, I have touched almost every area of design. I have experienced corporate, publishing and start-ups and have turned into a design chameleon. I am up for any challenge and I love to learn from every experience.

### CONTACT

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## WORK EXPERIENCE

### ▼ FREDDIE | ART DIRECTOR SEPTEMBER 2021 - CURRENT

Collaborate with the Editorial Director to enhance the designer and design enthusiasts journey both on social and site. Craft and produce compelling campaigns/stories alongside editorial team while maintaining various other tasks.

Worked with Marketing Director to build brand experience and brand identity through paid media and email campaigns.

Support the Social Media Manager with original content that delivered follower growth and a consistent brand identity.

Contribute to on-going refinement of brand book and media guidelines to set the brand in the direction of a recognizable brand that can be used across all channels.

### ▼ STREETSENSE | SENIOR CONTENT DESIGNER AUGUST 2019 - SEPTEMBER 2021

In charge of art directing, photographing and designing all marketing clients. Managed the junior designer and freelancers, which included teaching brand standards, department process, and delegated depending on workload balance.

Worked directly with account managers and executives for client pitches and all marketing collateral to ensure each brand was properly executed and maintained on all social platforms.

### ▼ AMIFY | SENIOR DESIGNER MAY 2018 - AUGUST 2019

Managed a creative team of 5 in the Philippines with over 240+ clients yearly, including several multi-million clients.

Worked directly with clients to bring the brands vision and branding onto the pages of Amazon while adhering to Amazon's rules and guidelines.

### ▼ BLU MERCURY | SENIOR DESIGNER JANUARY 2016 - MAY 2018

Art directed and photographed all proprietary brand and product launches while collaborating with the CEO to ensure the success of each product launch.

Manage a team of 5 designers with 500+ projects per year. Including print mailers, website design, email campaigns (design and coding) in-store banners and product launches.

## EDUCATION

### ▼ PARSONS SCHOOL OF DESIGN | 2012

Bachelors of Fine Arts in Photography

## SKILLS



photoshop



indesign



after effects



illustrator

