

# Hannah Johnson

## Graphic Designer

[Portfolio](#)

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## Summary

Graphic Designer with expertise crafting impactful visuals for digital and print. Skilled in logo design, brand identity, Adobe Creative Suite, typography, and client collaboration. Strong designer with a focus on delivering clean, effective, and brand-driven design solutions.

## Experience

### Graphic Designer & Marketing Liaison / Betty's Azalea Ranch

April 2025 - Present / Fairfax, VA

- Create original graphics, photography, videography, and copy for social media, website, and physical storefront.
- Boosted engagement on socials by 190% and increased newsletter click rate to 51.9% within the first 6 months.
- Created brand guidelines, updated logo, and print material, improving design consistency and recognition across platforms, reducing revision rounds by 40% and accelerating delivery timelines.

### Graphic Designer / Freelance

June 2025 - Present / Remote

- Develop logos, brand identities, and marketing collateral.
- Manage projects from concept through final deliverables across digital and print.
- Collaborate directly with clients to refine color, typography, and style choices aligned with their brand strategy.

### Professional Development / Education

July 2024 - March 2025 / Fairfax, VA

- Completed graphic design coursework and developed a professional portfolio through hands-on projects.

### Administrative Marketing Liaison / Oral Surgery Solutions

July 2023 - June 2024 / Westmont, IL

- Designed marketing materials and outreach campaigns, including promotional events and presentations that expanded the partner network by 30% and increased patient referrals by 20%.

## Capabilities

### Design:

Brand Identity  
Logo Design  
Visual Story Telling  
Motion Graphics  
Print Design  
Typography  
Grid and Layout  
Video Editing  
Illustration

### Strategy:

Concept Development  
Brand Strategy  
Marketing-Aligned Design  
Client Collaboration  
Project Management

### Tools:

Adobe Creative Suite  
Microsoft Office  
Figma  
AI Software  
Canva  
WordPress

## Education

### Augustana College

Rock Island, IL  
Bachelor of Arts  
Art & Geology  
2023