

Hannah Johnson

Graphic Designer

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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 / Betty's Azalea Ranch

April 2025 - Present / Fairfax, VA

- Create original graphics, photography, and copy for social media, website, and physical store front.
- Boosted engagement on socials by 190% and increasing 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 2024 - Present / Remote

- Develop logos, brand identities, and marketing collateral for small businesses and startups.
- 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.

Administrative Marketing Liaison / Oral Surgery Solutions

July 2023 - June 2024 / Westmont, IL

- Designed marketing materials and outreach campaigns that expanded the partner network by 30 % and increased patient referrals by 20 %.
- Organized promotional events and presentations to strengthen professional partnerships.

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
Canva
Wordpress

Education

Augustana College

Rock Island, IL
Bachelor of Arts
Art & Geology
2023

Northern Virginia

Community College
Loudoun, VA
Graphic Design Classes
2025