HANNAH ANDERSON

GRAPHIC DESIGNER — BRAND IDENTITY, CAMPAIGN DESIGN, AND ART DIRECTION

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SUMMARY

Graphic designer with 7+ years of experience building brand identities, visual systems, and campaigns across packaging, print, web, and digital for consumer and outdoor brands — including product launches at Future Motion (Onewheel), a full brand refresh and website relaunch as Design Manager at Lively Root, and art directing photoshoots from concept through post-production.

EXPERIENCE

Founder and Graphic Designer | Han Anderson Design *January 2020 – Present*

- Run a Santa Cruz-based design studio specializing in brand identity and ongoing design support, turning big ideas into brands people connect with.
- Lead creative direction and concept development for branding, web, and marketing campaigns from concept through final execution for clients including Hydro Flask, Osprey, Giro, Fox Racing, Cambium, and Stemregen.
- Develop and evolve visual identities and scalable brand systems; design across packaging, print collateral, web, email, and digital marketing.
- Plan and direct photoshoots — shot lists, visual references, on-set direction, and post-production.

Design Manager | Lively Root & HeyRooted *February 2023 – March 2026*

- Led the brand's creative direction across all touchpoints — digital campaigns, visual identity systems, packaging, print, and social — partnering cross-functionally with growth, product, and content teams.
- Led a full brand refresh (new logo, color palette, typography, and packaging) and the redesign and relaunch of the Lively Root website, launched in 2025.
- Built modular email and landing page templates that let the team launch weekly campaigns, increasing email click-through rate by 67% (3% to 5%) and nearly doubling site conversion rate.
- Owned brand guidelines and design systems for two brands at once, managed timelines and deliverables, and directed external creatives and a full rebrand photoshoot completed within one month.

Content Producer | Gazelle Bikes North America *February 2023 – November 2023*

- Developed a social media content plan to drive consumer and dealer engagement and increase brand visibility.
- Designed digital and print assets and assisted on photoshoots, strengthening online and in-store presence; supported the transition to HubSpot CRM.

Graphic Designer | Future Motion (Onewheel) *April 2022 – July 2022*

- Designed email campaigns, collaborated on product catalogs, and created graphics for web and social; designed paid ads for product launches.

Graphic Designer | Zulily *September 2021 – December 2022*

- Collaborated with creative and marketing teams on flawless execution of layouts and revisions for daily web and retail design; provided image retouching, clipping paths, and image manipulation, staying current on digital and print best practices.

EXPERIENCE *(continued)*

Graphic Designer | LIFEAID Beverage Company *September 2019 – March 2020*

- Led design of promotional graphics that increased in-store sales, event booth visitors, and website click-through rates; contributed design concepts for investor meeting materials and managed multiple projects with cross-functional teams.

Merchandising Operations Designer | Minted *June 2019 – August 2019*

- Created greeting card designs for web and print production in San Francisco; meticulously organized files and managed multiple product launches to meet tight deadlines, from design through publication.

Graphic Designer | Cal Poly Center for Innovation & Entrepreneurship *December 2017 – June 2019*

- Owned the HotHouse coworking space logo redesign and pitched concepts to staff; implemented brand guidelines as a printed book and website to keep print and web materials consistent; illustrated posters and promotional materials and photographed events.

SELECTED CLIENTS

Cambium, Fox Racing, Giro, Hydro Flask, Lively Root, Onewheel, Osprey, Stemregen

SKILLS

Brand & Design: Brand Identity and Visual Systems, Creative Direction, Art Direction, Marketing and Campaign Design, Web Design, Packaging and Print, Typography, Layout and Graphic Design Principles

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Firefly, Acrobat, Premiere Pro), Figma, Shopify, HTML/CSS

Workflow: Asana, Monday, Trello, Klaviyo, Mailchimp, HubSpot

CERTIFICATIONS

HTML and CSS in Depth — Meta *April 2025*
Work with Components in Figma — Coursera Project Network *April 2025*
Foundations of User Experience (UX) Design — Google *February 2025*

EDUCATION

B.S., Graphic Communication — California Polytechnic State University, San Luis Obispo *2017 - 2019*
Honors: Dean's List, California Polytechnic State University *June 2018*

A.A., Liberal Arts — Cabrillo College, Aptos, California *2014 - 2017*