

HANNAH ANDERSON

SENIOR GRAPHIC DESIGNER

My work is inspired by everyday movement and the outdoors.
When I'm not at my desk, I'm trail running, cooking, or teaching pilates.

EDUCATION

**California Polytechnic State University,
San Luis Obispo**

Bachelor of Science | 2017-2019

Cabrillo College

Associate of Arts | 2014-2017

SKILLS

Brand & Design

- Brand Identity & Visual Systems
- Web & Marketing Design
- Print & Packaging
- Typography
- Art Direction
- Photography

Programs

- Figma
- Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, Lightroom,
Premiere Pro)
- Shopify
- HTML/CSS (basics)

Workflow

- Klaviyo
- Mailchimp
- Asana
- HubSpot
- Trello
- Monday

SELECTED CLIENTS



STEMREGEN®

SUNDAYS
FOR DOGS

The Finnish
**LONG
DRINK**
Legend of 1902

**FLYING
EMBERS**



OSPREY®

ONEWHEEL

EXPERIENCE

Freelance Designer | Hannah Anderson Design

January 2019 - Present

- Lead brand direction across multiple projects simultaneously, maintaining a consistent & intentional point of view across every touchpoint.
- Design brand identities, logos, websites, packaging, and print materials for small and growing brands, from concept through execution.
- Build scalable brand guides that hold up across digital & print.
- Manage client relationships and project timelines with intention and high standards.

Founder & Creative Director | Groundswell

April 2026 - Present

- Built brand identity, visual systems, and all creative direction from the ground up for a Santa Cruz outdoor movement and wellness community.
- Manage event design, digital presence, and community involvement.
- Founded and operate Groundswell as a single-member LLC — managing event revenue modeling, vendor partnerships, and business strategy.

Design Manager | Lively Root & HeyRooted

February 2023 - March 2026

- Led hands-on design across web, email, and print with a strong, cohesive brand POV.
- Designed campaigns and web pages that balanced warmth and elevated aesthetics with conversion goals.
- Organized and directed lifestyle photoshoots that brought the brands' plant-first story to life.
- Partnered closely with marketing to translate strategy into clear, consistent visuals.
- Evolved the visual identity across two brands as they grew, without losing what made them feel human.