

HANNAH LYNCH

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PROFESSIONAL SUMMARY

Versatile designer with over 10 years of experience, driven by a holistic approach to collaboration and creation. Demonstrated passion for weaving a brand's essence into compelling visual narratives that resonate with audiences beyond mere aesthetic identity.

WORK HISTORY

HANNAH LYNCH STUDIO | SUN VALLEY, ID

Principal Creative, Designer

08/2018 - Present

- Led art direction and brand strategy efforts, collaborating directly with key accounts to deliver designs and meet tight deadlines in a fast-paced environment; projects spanning both one-off and longterm contracts
- Achieved significant results by implementing efficient design processes, streamlining workflows, and leveraging innovative design tools, resulting in improved team efficiency and accelerated project delivery
- Led highly effective design and launch endeavors for 70+ clients, spanning industries like D2C lifestyle brands, interior design, hospitality, and B2B startups; instrumental in driving improved brand recognition, customer engagement, and revenue growth, amplifying market presence

Sept, 2021-July, 2022

SUN VALLEY MUSEUM | SUN VALLEY, ID

Sept, 2020-July, 2021

Event Branding & Art Direction

Sept, 2019-July, 2020

- Managed a two-person team to develop event branding, website, digital campaigns, print assets, and event environments for Sun Valley Museum of Art's annual fundraiser, The Sun Valley Wine Auction, contributing to an average annual gross revenue of \$1.1 million

Mar, 2020 - Aug, 2021

NAV.IT | SEATTLE, WA

Senior Brand Designer & Art Director

- Partnered with fin-tech startup Nav.it to orchestrate a transformative brand overhaul, working alongside founders on brand strategy, identity redesign, art direction, social media strategy, website design; instrumental in achieving exceptional results, including a 25% surge in brand awareness
- Guided two team members, instilling a deep understanding of brand guidelines and strategy; newfound expertise contributed to a 40% improvement in content quality and laid the foundation for future growth

Jan, 2019 - July, 2021

VIBE TRIBE CREATIVE | CHICAGO, IL

Senior Brand Designer

- Collaborated with Vibe Tribe Creative to lead all brand identity design projects; launching identities and corresponding design collateral for companies in a wide range of sectors from beauty, fashion, design, wellness and lifestyle brands; achieved a 25% boost in brand awareness and a 20% increase in customer loyalty
- Complete 32 branding projects, generating over \$96,000 in gross revenue

Oct, 2020-Mar, 2021

SUN VALLEY FILM FESTIVAL | SUN VALLEY, ID

Oct, 2019-Mar, 2020

Event Branding & Art Direction

Oct, 2018-Mar, 2019

- Orchestrated successful art direction and design efforts for Sun Valley Film Festival's yearly event, encompassing environment and space design, print materials, and digital assets. Achieved record-breaking attendance and generated 30% increase in national media buzz, solidifying the festival's reputation as a premier cultural event

Aug, 2018 - Dec, 2019

PEPPER | LAS VEGAS, NV

Senior Brand Designer, Associate Art Director

- Spearheaded re-branding efforts for Pepper and on-boarded a small team, collaborating closely with founders and cross-functional teams to achieve 70% increase in brand visibility, drove sales growth, and enhanced overall customer experience
- Launched e-commerce site with 40+ products, introduced 5 new DTC products, executed email and social marketing campaigns, and coordinated brand photo shoots for products and lifestyle content

RP CREATIVE | SUN VALLEY, ID

Senior Designer

Jun, 2017 - Aug, 2018

- Promoted to Senior Designer with one direct report
- Oversaw brand identity projects, print and digital asset design, and email campaign launches, social media design assets with 30% increase in client follower growth.

Graphic Designer

Apr, 2016 - Jun, 2017

- Worked under Senior Designer and Creative Director to focus on brand identity design; increasing their branding clients by 50%.

CAAVA DESIGN | SAN DIEGO, CA

Contract Designer

Sept, 2015 - Jan, 2016

- Executed one-off brand identity design projects under Creative Director and Founder

Design Intern

May, 2015 - Aug, 2015

- Produced brand identity design as intern, working closely under the Creative Director and Founder
- Individually completed 4 branding projects that included brand identity, print assets, digital collateral.
- Lead and pitched one client presentation

THE ARGONAUT / MOSCOW, ID

Design Production Manager

Jan, 2014 - Jan, 2015

- Managed the biweekly production of The Argonaut, University of Idaho's school newspaper along with production of quarterly school magazine
- Directed four direct reports
- Corresponded closely with the Editor-in-chief to assemble, package and send publications to print

Page Designer

Oct, 2012 - Jan, 2014

- Designed editorial page layouts on a design team of four to produce University of Idaho's newspaper, The Argonaut

EDUCATION

University of Idaho

Aug, 2011 - Apr, 2016

BFA Graphic Design Emphasis

National Student Advertising Competition

University of Idaho Team

Creative Director

Aug, 2014-Mar, 2015

Graphic Designer

Aug, 2013-Mar, 2014

HARD SKILLS

Visual Design	Environment Design
Brand Identity Design	Animation
Brand Strategy	Video Editing
Brand Standards	Campaign Strategy
Art Direction	Copy writing
Typography	Photography
Editorial Layout Design	Photo Editing
Illustration	Social Strategy & Management
Web Design	Creative Strategy
Digital Collateral	Consumer Culture
Print Collateral	Client Presentations
Packaging Design	Direct Reports
Merchandise Design	Creative Partnerships

SOFTWARE SKILLS

Adobe Creative Suite
Adobe After Effects
Adobe Premiere Pro
Microsoft Office Suite
Figma
Canva
Keynote
Notion
Monday
Asana
Klaviyo
Mailchimp