

HANNAH GROSS

GRAPHIC DESIGNER

✉ hgross.designs@gmail.com

☎ (856) 701-6508

🌐 hgross.design

CORE SKILLS

Brand Identity
Typography
Web Design
Print Design
Digital Advertising
Print Advertising
Project Management
Out-of-Home Advertising
Team Collaboration
Decision-Making Ability
Communication Skills

SOFTWARE

Adobe Creative Cloud
(Illustrator, Photoshop,
InDesign, After Effects)
Figma
Klaviyo
Canva
Asana
Microsoft 365
Google Workspace

EDUCATION

Rochester Institute of Technology
Bachelor's Degree, Graphic Design
Honors: *Magna Cum Laude*

WORK EXPERIENCE

● Plaza Artist Materials & Picture Framing | Graphic Designer

Silver Spring, Maryland | 2025–Present

- Designed and executed promotional email campaigns supporting retail marketing initiatives, driving customer engagement, and increasing brand visibility across digital channels.
- Developed marketing assets for 12 retail locations, managing projects from concept development through final production, including one-pagers, flyers, presentations, and out-of-home advertising to drive engagement, increase website traffic, and elevate brand awareness.
- Collaborated cross-functionally with marketing and retail teams to ensure creative assets aligned with brand standards, campaign goals, and operational timelines across multiple locations.

● New Paradigm Agency | Designer

Washington, D.C. | 2022–2025

- Created and developed deliverables for a diverse range of political, non-profit, and corporate clients, working independently and managing multiple projects simultaneously.
- Produced a wide range of deliverables from start to finish, including logo and brand development, one-pagers, posters, banner ads, social media graphics, newsletters, presentations, and out-of-home advertising, all of which were successfully utilized across various platforms.
- Collaborated as an internal team member, strategizing the conception of brand development and visual integration within client campaigns.
- Developed the design from start to finish for a six-figure ad campaign during the 2024 election, including a targeted Latino-focused campaign aimed at highlighting the high stakes of the race.

● RoundPoint Mortgage | Graphic Design Paid Intern

Fort Mill, SC | 2021–2022

- Independently developed an archive of over 144 social media posts, from concept to completion, spanning a period of three years, driving increased web traffic and user engagement.
- Collaborated with a cross-functional team of over 20 members, including 5 designers, during an 8-week internship that was extended for a year.