

# HANNAH GROSS

## GRAPHIC DESIGNER

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📞 (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.