

RACHAEL HANNA

Art Director & Designer

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Los Angeles, CA

EXPERIENCE

Ray Hanna Creative, Los Angeles, California // August 2012 — Present
Freelance Art Director and Senior graphic designer

Works directly with agencies, design studios, and small business to produce definitive original strategies. Excels in creative problem solving, processes a sound work ethic and a diverse work experience. Specializes in identity, business collateral, brochures, point-of-purchase, web site structure development, environmental graphic design, packaging design and photography art direction.

Adams & Brooks Inc., Los Angeles, California // August 2015 — April 2016
Marketing Manager

Lead market launch of 8 new products and researched innovative product possibilities. Worked directly with designers providing clear art direction and creative leadership. Conceptualized and orchestrated guidelines that effectively reinforced and built the brand image.

Tailor Made Products, Oconomowoc, Wisconsin // November 2012 — June 2013
Art Director

Led and implemented re-branding and re-design for all 58 of Curious Chef's product line, in-store displays and promotional collateral. Art directed all illustrations and creative.

Freelance Art Direction and Graphic Design, Buenos Aires, Argentina // September 2009 — August 2012
Art Director

Spearheaded brand identity for Manos Verdes Foundation, Usá la Basura, a program for Manos Verdes Foundation and La Justina Argentine Wines. Developed and managed creative for all three brands such as concepts and design for websites, brochures, logos, packaging, banners and trade booths.

Launch Creative Marketing, Chicago, Illinois // September 2006 — April 2009
Art Director

Originated creative solutions at a brand marketing agency for a fortune 500 CPG client.

Developed strong brand concepts and managed multiple projects for Sara Lee Food and Beverage. Designed point-of-sale materials, promotional collateral, in-store displays, and packaging line extensions. Directed photo shoots for Sara Lee brands such as Sara Lee, Hillshire Farm, Ball Park and Jimmy Dean. Formulated a distinctive in-store look for the #1 National Hot Dog brand. Served as mentor and provided guidance for junior designers.

Lisa P. Maxwell, Chicago, Illinois // September 2006 — December 2006
Art Director

Freelanced for a marketing agency with specialized expertise in emotional branding.

Assisted in the development of brand identities and presentations for client pitches. Composed brochures, ads and promotional collateral materials for agency.

EDUCATION

Columbia College Chicago, Illinois // 2005
BFA // Communication Design // Dean's List

Santa Reparatee International School Of Art, Florence, Italy // July — August 2004
Intensive program in traditional print making and letterpress

RECOGNITIONS

Graphic Design USA

Creativity Award, Ball Park Franks Point-of-Sale 2008

Creativity Award, Sara Lee Gourmet Selections Deli Point-of-Sale 2008

The Möbius Awards

"Outstanding Creativity" Award, Sara Lee Deli Gourmet Selections Point-of-Sale 2008

The International Academy of Visual Arts

Gold International Davy Award, Sara Lee Gourmet Selections Deli Point-of-Sale 2008

Silver International Davy Award, Ball Park Franks Point-of-Sale 2008

EXTRAS

CC Suite, Acrobat, knowledge of HTML & CSS, intermediate Spanish, photography, ceramics, spending time in nature & traveling