

Hannah Wells

Graphic Designer

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Conceptual and analytical designer with over four years of experience creating cohesive brand identities, signage, and marketing materials. Recognized for problem-solving, brand transformation, and leading design teams to deliver high-impact visual results.

EXPERIENCE

Stokes Sign Company, Austin, TX

Lead Graphic Designer / Marketing Coordinator

May 2021 - September 2025

- Directed the 2021 company rebrand, evolving the brand identity and visual standards across all signage and marketing.
- Led daily design workflow and mentored team members while managing 30+ design-to-print projects per day, maintaining accuracy, creativity, and same-day turnaround efficiency.
- Created high-quality signage, print, and digital materials for clients in retail, commercial, and municipal sectors.
- Collaborated with sales and production teams to align creative vision with technical requirements and production capabilities.
- Strengthened brand presence through cohesive social media graphics, campaign visuals, and photography/videography support.
- Elevated the company's design quality, balancing creativity with function and client needs.

HIGHLIGHTS:

- Recognized by management as the most creative designer on staff.
- Praised for initiative, leadership, and reliability within the marketing team.
- Consistently produced polished, on-brand designs under tight deadlines.

Freelance - Brand Design

Graphic Designer

2020 - Present

- Developed brand identities, logos, and visual systems for small businesses and independent clients, creating cohesive and recognizable brand presence.
- Designed a range of digital and print assets including website mockups, marketing materials, social media graphics, and promotional content tailored to client needs.
- Managed multiple client projects simultaneously, balancing creative direction, revisions, and deadlines in fast-paced environments.
- Collaborated directly with clients to translate ideas into polished, high-impact visual solutions aligned with their goals and audience.
- Prepared final design files for both digital and print use, ensuring quality, consistency, and proper formatting across platforms.

SKILLS

CREATIVE TOOLS:

Adobe Illustrator
Photoshop
InDesign
FlexiSIGN
Premiere Pro

DESIGN FOCUS:

Brand Identity
Logo Design
Large-Format Signage
Typography
Layout & Composition
Package Design

DESIGN FOR PRODUCTION:

Vinyl & Print Production
Proofing
Color Management
Material Sizing
File Preparation & Organization

EDUCATION

Savannah College of Art and Design - SCAD

B.F.A. Graphic Design

2017-2020

Savannah, GA

- SCAD Achievement Scholarship
- SCAD Achievement Honor Scholarship
- 2017 Show Us Your Type Napoli poster design featured on website

St. Edward's University

B.A. Graphic Design

2016-2017

Austin, Texas

- 3rd Place, 2017 St. Edward's Juried Exhibition (for illustration piece)