

Hannah Wells

Graphic Designer

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.

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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.

Monkey Thief Student Film SCAD, Savannah, GA

Graphic Designer
May 2019–May 2020

- Collaborated with the animation team to design a custom typeface aligned with the film's visual identity and tone.
- Created the film's official poster, blending illustrative composition with cinematic typography for promotional use.
- Designed and formatted a comprehensive process book documenting visual development, design evolution, and production concepts.

HOBBIES & INTERESTS

Creative piano composition • Painting & mixed media art • Branding & visual identity development • Event planning and design coordination • Custom mechanical keyboard building • Gaming and creative worldbuilding

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)