



HFitz1206@gmail.com

[Hannah's Portfolio](#)

[Hannah's LinkedIn](#)

502-544-6008

Being a lefty may have partially contributed to my endless creativity; however, it's my attention to detail and super-spelling skills that have often garnered me praise as a designer. I execute deliverables that'll have you thinking, "WOW! If brilliance had a face, it would be this billboard"! I'm also good with budgeting and will save your company money. My degree in Graphic Design demonstrates both educational and practical expertise in the field. I also like to make people laugh 😊.

WORK EXPERIENCE

Sr. Graphic Designer · Parsons · 8/2024 – Present · Louisville, KY

- Design compelling visuals for various major transportation and critical infrastructure projects in Kentucky, Indiana, and Ohio.
- Enhance public engagement, project visibility and delivering clear, informative visuals that are presented during public and stakeholder presentations.
- Support Public Involvement by creating monthly social media content (static and motion graphics), across over 11 different channels, resulting in raised awareness during ongoing infrastructure projects.
- Collaborate with multidisciplinary teams to develop video and multimedia assets for public meetings, media releases, and online platforms, aligning with project branding and communication goals.
- Maintain adherence to tight deadlines while delivering high-quality content for events, public hearings, and industry forums.

Freelance Graphic and Motion Designer · 4/2023 – 8/2024 · Louisville, KY

- Designed creative strategies that increased customer loyalty through development of engaging and enriching visual assets.
- Designed and produced motion graphics for various digital platforms, resulting in a sizable increase in customer/client engagement; ensuring optimal user experience and engagement.

Interactive Design Supervisor · UPS · 5/2018 – 4/2023 · Louisville, KY + Atlanta, GA

- Streamlined brand identity guidelines, resulting in increased consistency and recognition across all social channels.
- Directed teams during on-site photoshoots, campaign projects, and on various video shoots, expanding our internal media library and b-roll/images for external media.
- Ensured consistent brand representation and compliance across all channels through collaboration with internal employee channels and external agencies.
- Coordinated with vendors and obtained quotes to ensure costs were within budget and quality products were provided, resulting in a substantial reduction in costs and improved quality of products.
- Supported HR during hiring season by creating pamphlets and posters showcasing the four UPS educational programs, increasing applicant submissions.

Motion Graphic Designer · WDRB News · 5/2016 – 5/2018 · Louisville, KY

- Successfully produced graphics for on-air and print to promote newscasts, station promotions, sales clients and special events, resulting in increased customer engagement.
- Revamped newscast graphics, adding in motion graphics to enhance and support storytelling.
- Collaborated with Design Director to shape brand identity, resulting in an increase in customer engagement and satisfaction.
- Collaborated with Sales Team to create animated web banners, ads, and promotional printed items.
- Prepared files in several formats for both on-air and print i.e. .jpg, .TIFF, .png, .Targa, .mov, .mp3.

Graphic Designer · Justice AV Solutions · 8/2015 – 4/2016 · Louisville, KY

- Created marketing and training resources including website design, mailers, flyers, trade show banners and tablecloths.
- Designed technical drawings, templates, powerpoint slides and print ads.
- Obtained approval of concepts by submitting rough layouts to manager for approval.
- Prepared electronic files according to commercial printer requirements.

EDUCATION

UNIVERSITY OF LOUISVILLE

Bachelor's Degree in Fine Arts
Communication Art & Design
2015

AWARDS

Volunteer of the Year Award

YMCA Safe Place Services
Louisville, KY
2023

Indigo Awards

Silver Winner in Poster and Brochure Design
Bronze Winner in Branding for Graphic Design
2023

Helping Hands Volunteer Award

National Safe Place Network
Orlando, FL
2025

SKILLS + COMPETENCIES

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - Premier Pro
- Microsoft Suite
- Project Management
- Budgeting
- Public Speaking
- Client Communication
- Supervising Teams
- Coordinating Shoots
- Vendor Management
- A/V & IT Coordination
- Motion Graphics
- Video Editing / Production
- Branding Development
- Layout & Composition
- Digital Photography
- Infographics
- Responsive Design
- User Centered Design
- Brand Awareness
- Creative Problem Solving
- Social Media Management
- Editorial Content
- Storyboarding
- Building Strategy
- Facilitating Groups

Thank You for Considering My Application

HannahFitz

HFitz1206@gmail.com
[Hannah's Portfolio](#)
[Hannah's LinkedIn](#)
502-544-6008