

# HANNAH HOFFMEISTER

Digital Designer

✉ [artbyhannahhoff@gmail.com](mailto:artbyhannahhoff@gmail.com)

☎ 214-616-0002

## ✦ SUMMARY

5+ years of experience working with clients to provide custom illustrations and graphic designs including stylized portraits, custom characters, pet portraits, advertisements for web, logos for website design and more.

## ✦ EDUCATION

Savannah College  
of Art and Design

BFA in Illustration, 2021

## ✦ SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe InDesign
- Procreate
- Canva
- Brand Management
- Surface Design
- Customer Service
- Self-Motivated
- Adaptable
- Teamwork Skills
- Well-Traveled

## ✦ WORK EXPERIENCE

### Freelance Digital Illustration

Art By Hannah Hoffmeister

2015-2023

- \* Applying skill in color theory and composition to bring clients' visions to life.
- \* Creating images and layouts for use in marketing materials and website content.
- \* Designing custom characters, logos, and icons for websites.
- \* Implementing changes to designs based on client feedback.
- \* Collaborating with other artists to create cohesive visual messages.
- \* Using digital media to imitate traditional painting techniques.

### Artist Instructor

Painting With a Twist

2021-2023

- \* Created promotional material, flyers, posters, and video for Facebook and Instagram.
- \* Applied knowledge of SEO and social media analytics to determine best practices for posting promotional content.
- \* Created custom drawings and paintings using charcoal and acrylic on canvas and wood panels.
- \* Worked with a variety of age groups from children to adults, creating an engaging class experience for all students regardless of skill level.

## ✦ SOCIAL MEDIA

📷 [@artbyhannahhoff](https://www.instagram.com/artbyhannahhoff)

🐦 [@artbyhannahhoff](https://twitter.com/artbyhannahhoff)

## ✦ PORTFOLIO

📁 [HannahHoff.com/portfolio](https://HannahHoff.com/portfolio)

