

# HANNAH STOUT

## ABOUT

With over ten years of UX and visual design expertise acquired in dynamic agency settings, along with tested leadership skills and an innate affinity for connecting with people, I am able to inject fresh creativity and boundless energy into multiple teams across many disciplines.

- Leads with kindness, empathy, & positivity
- Experience working cross functionally
- Excellent time management skills both personally and for a team
- Passion for people; the end user of designed products, and the designers creating them
- Wide range of design expertise

### Hobbies & Interests:

When not on the campaign trail, you can find her on the mountain trail; hiking, running, biking, skiing, and snowboarding. Hannah also enjoys adventuring in the American west, reading historical fiction, drinking too much coffee, and volunteering in her small mountain town.

## EXPERTISE

### Tools

Figma  
Adobe XD  
Illustrator  
Photoshop  
InDesign  
Microsoft Office  
Keynote  
Mavenlink  
Confluence  
Asana  
HTML/CSS

### Skills

Creative Strategy  
UX Design  
UI / Visual Design  
Art Direction  
Storytelling  
Copywriting  
Team Leadership  
Marketing

## EDUCATION

### Miami University, Oxford Ohio

Bachelors of Fine Arts, Graphic Design  
Minor: Interactive Media Studies

## CONTACT

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## EXPERIENCE

### HOODOO DIGITAL / RIGHTPOINT

#### Associate Design Director 2020 - Present

Lead team of UX designers, researchers, content strategists and copywriters in creation of websites, portals, and various digital properties for large enterprise clients including Adobe, IHG, & Walmart

- Manage hiring and onboarding, create employee development systems, team mentorship
- Plan and manage team work allocations, schedules, and budget
- Liason between UX department and sales, engineering, and project management
- Develop strategic solution-based plans with projected timelines and budgets
- Create collaborative team environment to foster unity, avoid burnout, and increase employee satisfaction
- Responsible for the creative vision and standard of output across team members

### HALEN

#### Fractional Head of Design 2023

Develop visual strategy, provide UX direction for multiple apps, work in a fast-paced startup enviromont

- Liason with product, design, engineering, and marketing teams to hone app designs for delivery as well as create and execute marketing campaigns
- Deliver design solutions that improve user adoption and engagement

### SUMMIT CREATIVE LABS

#### Freelance Creative Director 2013 - 2022

Offered creative strategy and art direction for diverse set of clients ranging from small businesses to large corporations and international agencies

- Created high-converting landing pages, animated social ads, packaging concepts, apparel & website designs, portal experiences and more
- Worked with in-house marketing and creative teams to devleop ad strategies, marketing campaigns and influence creative department structure

### OOZLE MEDIA

#### Lead UX Designer 2013 - 2020

Designed websites, landing pages, social ads and graphics as well as lead creative side of web department

- Created custom websites, industry-based website templates for small businesses, social strategy and complelling visuals for digital and physical ads
- Led other web designers and taught design thinking, CRO strategy, and current best practices to team

### BRANDING GROUND

#### Graphic Designer 2012 - 2013

Designed websites, print materials, and provided creative strategy in a small agency envrionment

- Created designs for custom websites and marketing for small businesses, schools, and government entities
- Worked directly with clients to exceed expectations, manage projects, improve processes, and stay within budget

### OTHER

#### Youth Mentorship Program 2015 - 2023

#### Park City High School Cheerleading Coach 2017 - 2020