

# Hannah Farnham

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*Nudging thoughts into visual language.*

## EDUCATION

### **Parsons School of Design**

New York, NY | May 2025

*Master of Communication Design*

### **Pratt Institute**

Remote | December 2020

*Courses*

- › Introduction to Web Design
- › Introduction to Web Dev.

### **University of Massachusetts**

Amherst, MA | May 2019

*Bachelor of Fine Arts*

- › Primary Major | Studio Arts
- › Secondary Major | Sustainable Food & Farming

## SKILLS

- › Design | Proficiency in Figma & Adobe Suite, CSS, HTML, \*Javascript & After Effects
- › Fine Arts | Painting, Drawing, Printmaking, Ceramics, Illustration
- › Project Management | Client Relations, Project Planning, Task Management, Invoice and Billing
- › Shopify Business + Product Fundamentals Certified

\*learning

## EXPERIENCE

### **Independent Contractor** | Remote | 2016-present

*Freelance Designer / Artist*

- › Contract UI/UX Design Lead with Zaelab, collaborating with clients to create immersive e-commerce experiences
- › Design branding assets, advertisements, company documents, and website mockups for Hanacure, a premium skincare brand
- › Created a complete visual identity for a restaurant pop-up, including logo, color palette, typography, illustrations, and promotional materials

### **Trellis** | Remote | 2022-2024

*UI/UX Design Lead*

- › Secured client contracts by leading sales meetings—presenting tailored mockups and clearly outlining the design and implementation process
- › Conducted UX research to inform client projects, through problem discovery, competitive analysis, sketching, mapping, and wireframing
- › Established a robust style guide and design system with reusable components for responsive web mockups in Figma
- › Strengthened client relationships by presenting concepts, thoughtfully incorporating feedback, and balancing client preferences with best practices
- › Fostered collaboration between design and development teams by implementing recurring meetings to ideate on improvements and optimize design files for clearer developer implementation
- › Created comprehensive documentation outlining design processes for internal reference and knowledge sharing
- › Generated branding identities and assets including packaging, iconography, and logo designs, for both client projects and internal initiatives

### **Trellis** | Remote | 2021-2022

*Senior Designer*

- › Designed responsive website mockups for both client and internal use, resulting in enhanced user experience, by presenting to clients, gathering feedback, and refining designs

### **Trellis** | Boston | 2019-2021

*Junior Designer*

- › Produced graphic design deliverables and website mockups
- › Promoted from Marketing Intern to Junior Designer within three months

