HANNAH BOREL

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PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of web design operations, business development, and video production management success for leading organizations

An adaptive, innovative, and results-oriented Lead Web Designer seeking professional challenges with a career in the UI/UX Design and Development field. Growth-focused thought leader equipped with a Full Stack certification and the capacity to coordinate professional development teams to produce high quality deliverables which uphold brand consistency within time and budget constraints. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as budget management, policy development, and resource allocation expertise.

CORE COMPETENCIES

- System Administration
- Test-Driven Development
- Agile/Scrum Methodologies
- User Interface Design
- Project Management
- Responsive Design
- Graphic Design
- Videography
- Database Theory

PROFESSIONAL EXPERIENCE

FORTH & NOMAD, HOUSTON, TEXAS, JUNE 2021 TO DECEMBER 2021
LEAD WEB DESIGNER (CONTRACT)
- Partnered with product development teams to convert 200+ skews of product into practical design deliverables, guaranteeing quality brand consistency throughout digital consumer channels and touch points.
- Devised inviting and accommodating user-friendly wireframes which outlined user journey through the flow of user activities with comprehensive, high level datasets in a simple, accessible, and visually appealing format.
- Crafted and implemented innovative designs via building and updating style guides to bolster established standards and optimal practices throughout digital mediums for user interface, involving custom CSS and HTML, navigation, page layout, style sheets, graphical elements, color palette, fonts, and site organization.
- Boosted by 55% online store conversion rate, increasing by 83% average order value, and exceeding sales goals by 113%.
- Manage the updates and design of social sites; handle multiple tasks in fast-paced environment with minimal direction.
- Communicate effectively across different levels of the organization; practice expertise in new software tools and flexible to change.
- Develop, execute, and manage all online web content in conjunction with business partners; assist in triaging assignments, establish due dates, and follow-up with team members to meet due dates.

THE HEARTS COMPANY, HOUSTON, TEXAS, FEBRUARY 2019 TO JUNE 2021
CREATIVE DIRECTOR
- Orchestrated the launch, formulation, devising, and strategy execution of effective digital creative content throughout media platforms, producing a 67% increase in donations from previous year.
- Cooperated with professional teams of strategists, account leads, and creatives to craft large volumes of work within time and budget constraints, meeting goals regarding impactful concepts, layouts, and visual identities.
- Aligned brand standards with company vision and developed streamlined procedures to secure client and corporate marketing materials brand consistency in regards to messaging, design, and copy.
- Coordinated several complex projects simultaneously, operating within an internal, fast-paced environment with strict deadlines; overhauled sophisticated strategic methods into a clarified, user-friendly, creative concept.
- Direct the overall creative process from concept to completion in client-facing environment, creating and presenting work while mentoring junior creative teams.

- Lead cross-functional creative teams consisting of members to develop concepts and execute creative projects across social, digital, and traditional media.
- Develop effective strategies for assigning projects within the creative department, which improved productivity, creative output, and staff efficiency.

FREELANCE, HOUSTON, TEXAS, MARCH 2015 TO DECEMBER 2018
ASSOCIATE VIDEO PRODUCER
- Utilized visual storytelling expertise and scrutiny to analyze, maintain, execute, and align content principles with style and brand guidelines.
- Headed pre-production management, scheduling, budget, location scouting, storyboarding, talent casting, and certifying multi-city shoots; pioneered on set coordination throughout production.
- Controlled all development phases in deeply collaborative environment with multi-departmental teams composed of crew sizes up to 100 persons.
- Worked with several high profile clients including Inc 5000, Air New Zealand, Houston Rockets, Toyota, Beats by Dre, caterpillar Inc, Hotel Indigo, Holly Holm, Menninger Clinic.
- Produced videos from start to finish, conceptualizing, storyboarding scripts from SMEs and training developers, coordinating, writing, shooting and editing.
- Managed for taking projects from initial concept development through delivery, including scripting, shooting, editing material.
- Shot and directed videos, assisting on shoots; established quick, efficient workflow to execute several videos per week, including scripting, pre-production, shoot, and editing.

EDUCATION AND CREDENTIALS

12- WEEK FULL-STACK BOOT CAMP CERTIFICATE, 2021
  Rice University, Houston, CA
  Relevant Coursework: JavaScript, jQuery, Node.js, Express, HTML5/CSS, Bootstrap, Git, Handlebars js., React.js, Responsive Design, API/JSON, Firebase, MySQL, Ajax, State Management and Command Line

BACHELOR OF SCIENCE (B.SC.) IN MEDIA PRODUCTION, 2018
  University of Houston, Houston, TX
  Major GPA: 3.9

AWARDS AND HONORS

- **Google Grant,** in association with The Hearts Company, January 2020
  - Recipient of Google Ad Grant, receiving $10K USD of in-kind advertising from Google monthly to create text-based ads, obtaining access to tools to craft effective campaigns that displays information concerning nonprofit on Google Search.

VOLUNTEERISM

- Spent three months in Cambodia building infrastructure for BFOK school

ADDITIONAL INFORMATION

Languages: English, Spanish (intermediate)
Technical Proficiencies: HTML5, CSS, SASS, JavaScript, jQuery, React, Node.js, Express, Bootstrap, Git, AJAX/JSON, Firebase/MySQL, Terminal, Command Line, Sketch, Adobe Photoshop, Illustrator, Premier
Interests: Powerlifting, Hiking, Snowboarding, Comedy Shows, Live Music, Ukulele, Learning Spanish, Brand & Logo Design, Design Psychology