

# HANNAH ABEE FRAYMAN

## SKILLS

*Adaptation*

*Adobe CC*

*Articulate 360/Rise*

*Branding*

*Design Research*

*Empathy*

*Environmental Design*

*Information Design*

*Project Management - Currently working on*

*CAPM certification*

*Sales/Direct Sales*

*Sales Enablement Training*

*Social Media/Social Media Strategy*

*Typography*

*UI/UX Design for Web + App*

*Visual Story Telling*

*Vyond Animation*

## EDUCATION

*The Ohio State University*

2016 – May 2020

Bachelor of Science in Visual Communication  
Design with Research Distinction  
GPA: 3.6

2020 Graduate with Cum Laude honors  
from Ohio State's prestigious Design  
program with a focus on research.

## LEADERSHIP

*American Institute of Graphic Arts (AIGA)*

Contributing Member 2019 -- Current

*Hillel*

The Ohio State University

Co-President Student Board 2018 – 2019

Board Member 2017 – 2018

*Ohio State Panhellenic Council*

Director of Technology 2017–2018

*Alpha Epsilon Phi*

The Ohio State University

Standards Board Member 2017– 2019

Ritualist 2018 - VP of Operations 2017

## WORK EXPERIENCE

*PULSE LTD LLC*

SENIOR PROGRAM LEADER

December 2022 - Present

- Manage all aspects of multiple related projects to ensure the overall program is aligned to and directly supports the achievement of strategic objectives
- Day-to-day management of program including administration of activities, content posting, points oversight, catalog oversight and management.

Other responsibilities include: Monitor, track and control outcomes to resolve issues, conflicts, dependencies and critical path deliverables. Work creatively and analytically in a problem-solving environment demonstrating teamwork, innovation and excellence. Participate in establishing practices, templates, policies, tools and partnerships to expand and mature the capabilities of the organization. Prepare estimates and detailed project plan for all phases of the project. Secure team resources to achieve project objectives in planned timeframes. Seek to understand interdependencies between technology, operations and business needs. Demonstrate a functional acumen to support how solutions will address client goals while maintaining alignment with industry best practices. Identify and develop trusted adviser relationship with project stakeholders, sponsors and internal Pulse teams. Manage project scope and changes. Act as an internal quality control check for the project. Support formal and informal schedules to manage the engagement contract. Coach, mentor, motivate and supervise project team. Support diverse and inclusive work environment. Writing and content publishing. Create User engagement strategies. Communication Strategies and Execution (sending e-mails, push notifications, publishing banners). Participate in company security training, education, and awareness activities and perform behaviors that exhibit the ability to handle data and systems in a secure manner

CONTENT MANAGEMENT LEAD/GRAPHIC DESIGNER

June 2021 - December 2022

As part of the in-house team, I was responsible for day to day project management, design of app-based learning activities, promotional items, marketing materials, and much more for our main client, Samsung.

Detailed examples include App and Web banners and blog posts for various platforms amongst our clients. Created video animations, app logos, icons, splash screens, and accompanying graphics. Design and layout weekly e-mail marketing campaigns and oversee sending of the same. Oversaw Pulse brand material including the development of new web presence and updated presentation materials. Met directly with high-profile clients in support of their programs. Ensure visual communication and brand standards are met and work closely with multidisciplinary project teams. Manage the day to day of the program and lead the implementation team as well as delegating of design tasks

*HanMade Arts & Crafts/HanDyed*

CEO + FOUNDER

April 2020 – Current

During the beginning of the Covid19 pandemic, I started HanDyed as a way to spread some happiness and love to combat the uncertainty everyone was feeling! I handmade and design custom tie-dye clothing for customers around the world out of my parent's basement. HanDyed quickly evolved into HanMade Arts & Crafts where I deepened the product line and was able to dive into other mediums.

*Become Known Family Companies*

Sept 2020 – April 2021

Originally started with Red Space then transitioned to BK and Zero Many where I was responsible for Community Management of all Social Media Accounts as well as doing freelance design for Hotcards and sales for Zero Many. As Venue Manager for Red Space I was:

In charge of booking and running the venue. As well as keeping up with general maintenance of the space. During this time I was the only employee running the Venue with no experience in events or event management. Daily tasks included touring the facility, making sure it was fully stocked and clean, and organizing/running the back end CRM software for the business.

*Make-A-Wish® Ohio, Kentucky & Indiana*

GRAPHIC DESIGN INTERN

Summer 2019 Internship

Helped to create and update print/digital marketing materials: info graphics, event signage, direct mail pieces, brochures, posters, email templates, ad wide range of special and unique projects. Also contributed to the creative process, joined brainstorming sessions and refined ideas to create the most engaging and effective materials possible.