

HANNAH FRAYMAN

Creative Program Manager | Visual Designer | Brand Strategist
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PROFESSIONAL SUMMARY

Creative Program Manager and Visual Designer with 4+ years of professional experience driving design strategy, brand development, and cross-functional collaboration for global clients. Skilled in transforming complex concepts into clear, engaging visual experiences across digital platforms. Recognized for leading teams with empathy, organization, and a passion for inclusive, story-driven design. Dedicated to fostering creativity while maintaining structure in fast-paced environments.

WORK EXPERIENCE

Pulse LTD LLC PROGRAM MANAGER/GRAPHIC DESIGNER

December 2022 - Present

- Lead 6–8 concurrent design projects weekly for enterprise clients, ensuring alignment with objectives, timelines, and budgets.
- Manage cross-functional teams, content workflows, and stakeholder communication from planning through delivery.
- Develop project scopes, estimate resources, and streamline processes to improve efficiency and collaboration.
- Foster a creative, problem-solving culture focused on quality, innovation, and inclusion.
- Partner with clients to translate complex needs into clear design and content strategies that drive measurable outcomes.

CONTENT MANAGEMENT LEAD/GRAPHIC DESIGNER

June 2021 - December 2022

- Promoted after three months for strong leadership and client management on Samsung's internal learning app.
- Oversaw content organization, asset delivery, and client approvals for daily updates.
- Designed and produced multimedia materials—banners, app/web graphics, animations, icons, and marketing emails—maintaining consistent brand standards.
- Assisted in Pulse's rebrand through updated digital presence and presentation design.

Become Known Family Companies VENUE MANAGER/GRAPHIC DESIGNER

Sept 2020 - April 2021

- Managed event operations, bookings, and CRM systems while designing marketing collateral and social media content.
- Collaborated with cross-functional teams to elevate visual identity and support sales initiatives across multiple brands.

Make-A-Wish® Ohio, Kentucky & Indiana GRAPHIC DESIGN INTERN

Summer 2019 Internship

- Contributed to the development and maintenance of various print and digital marketing materials including: info graphics, event signage, direct mail pieces, brochures, posters, email templates, and other specialized projects.
- Engaged in the creative ideation process.
- Participated in brainstorming sessions and refined ideas to ensure the production of highly compelling and impactful materials.

SKILLS

Design & Technical Skills

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Figma, Articulate 360/Rise, Vyond Animation, UX/UI Design (Mobile + Web), Wireframing & Prototyping, Design Systems, Typography, Brand Design, Visual Storytelling, Information Design, CRM Tools, Asana, Miro, Zoho

Professional Strengths

Creative Leadership, Project & Program Management, Cross-Functional Collaboration, Strategic Communication, Design Thinking, Empathy-Driven Design, Adaptability, Attention to Detail

ADDITIONAL

HanMade Arts & Crafts CEO + FOUNDER + MAKER

April 2020 - Current

Founded a creative small business offering handmade art and apparel to promote connection during the pandemic; expanded product lines and managed all branding, sales, and customer engagement. Recently expanded product offerings into artisan baked goods!

American Institute of Graphic Arts

Contributing Member 2019 - Current

Hillel

The Ohio State University
President Student Board 2018– 2019
Board Member 2017– 2018

EDUCATION

The Ohio State University

August 2016 - May 2020

Bachelors of Science in Visual Communication Design with Research Distinction and Cum Laude honors

3.6 GPA