

HANNAH FRAYMAN

Graphic Designer | Program Manager | Brand Strategist
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PROFESSIONAL SUMMARY

Graphic Designer and Creative Program Manager with 5+ years of professional experience with 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 and print design. Known for collaborative leadership, thoughtful organization, and creating inclusive, story-driven visual experiences. Dedicated to fostering creativity while maintaining structure in fast-paced environments. Looking to join a creative team where I can deliver thoughtful, high-quality design while expanding my skills and creative perspective.

WORK EXPERIENCE

Pulse LTD LLC PROGRAM MANAGER/GRAPHIC DESIGNER

December 2022 - Present

- Lead multiple concurrent design projects for enterprise clients, ensuring alignment with objectives, timelines, and brand standards.
- Coordinate cross-functional teams and workflows from planning through delivery.
- Foster a creative, problem-solving culture focused on quality, innovation, and inclusive design.
- Partner with clients to translate complex needs into clear visual and content strategies that drive measurable outcomes.

CONTENT MANAGEMENT LEAD/GRAPHIC DESIGNER

June 2021 - December 2022

- Promoted quickly on to oversee our largest clients internal learning app because of strong leadership and client collaboration.
- Managed content organization and asset delivery, ensuring consistency across digital platforms.
- Designed and produced multimedia materials, including banners, app/web graphics, animations, icons, and marketing emails.
- Contributed to company rebrand by updating 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 TOOLS

Adobe Creative Cloud
(Photoshop, Illustrator, InDesign, Acrobat Pro, XD After Effects, Premiere Pro), Figma, Articulate 360/Rise, Vyond, Canva

DESIGN EXPERTISE

Brand Identity & Visual Systems, Typography, Editorial Design, Presentation Design, UX/UI Design (Mobile & Web), Wireframing & Prototyping, Design Systems, Information Design, Visual Storytelling

PRODUCTION & EXECUTION

Print Production & Prepress, File Preparation for Production, Packaging Design, Marketing Collateral Design, Promotional Collateral Design, Digital Asset Creation, Social Media Design, Email Design

COLLABORATION & WORKFLOW

Asana, Miro, Zoho, CRM Platform, Microsoft Teams, Slack, Sharepoint

PROFESSIONAL STRENGTHS

Creative Direction & Concept Development, End-to-End Project Ownership, Cross-Functional Collaboration, Strategic Brand Communication, Design Thinking & Empathy-Driven Design, Adaptability in Fast-Paced Environments, Detail-Oriented Execution

EDUCATION

The Ohio State University
August 2016 - May 2020

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