

# HANNAH ABEE FRAYMAN

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## WORK EXPERIENCE

### *PULSE LTD LLC*

GRAPHIC DESIGNER/UX LEAD  
June 2021 - Present

As part of the in-house team, I am responsible for creating app-based learning activities, promotional items, marketing materials, and much more for our main client, Samsung. As well as our other clients, Best Buy, Vitamix, Intel, Acosta Go, and more, all reflecting the brand identity of the organization and that of the clients, while adhering to tight and ever-changing deadlines and budgets.

Detailed examples include 1. App and Web banners and blog posts for various platforms amongst our clients 2. Created video animations, app logos, icons, splash screens, and accompanying graphics. 3. Design and layout weekly e-mail marketing campaigns and oversee sending of the same. 4. Oversaw Pulse brand material including the development of new web presence and updated presentation materials. 5. Met directly with high-profile clients in support of their programs. 6. Ensure visual communication and brand standards are met and work closely with multidisciplinary project teams, particularly Program Management

### *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. I am ever-growing passionate and love doing this business! It's a great way for me to combine my design degree and passion for crafts.

### *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

### *Zero Many/WAAV*

SOCIAL MESSAGING AND PARTNERSHIP ENGAGEMENT  
Dec 2020 - April 2021

Responsible for Community Management + Engagement as well as Growth for all Social Media Accounts. I also assisted with customer relationships and selling of the products.

### *Red Space*

VENUE MANAGER/GM  
Sept 2020 - Dec 2020

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.

### *The Cleveland Metropolitan Bar Association*

GRAPHIC DESIGN INTERN  
Summer 2018 Internship

Responsible for redesigning and editing their annual 500 page Legal Directory. As well as the creation of a Style Guide for the CMBA to follow. I also worked on the Bar Journal which won the 2018 American Graphic Design award by Graphic Design USA.

## SKILLS

*Adaptation*

*Adobe CC*

*Articulate 360*

*Branding*

*Design Research*

*Empathy*

*Environmental Design*

*Information Design*

*Project Management*

*Rise*

*Sales/Direct Sales*

*Salesforce 360*

*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