

# Hanna Norris

UX/UI and visual design

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<https://www.linkedin.com/in/hannanorris>

**Portfolio:** <https://hannanorris.com>

## Summary

Highly creative and innovative design leader with practical experience in design (UX / UI and visual). Deft at preparing user-centered creative solutions at scale.

Actively leads and nurtures team to deliver innovative, brand-aligned and scalable design solutions within agreed scope. Adept at learning new skills/software. Expertise in design principles and typography.

## Education

**Master of Science, Graphic Information Technology with an emphasis on User Experience,** Arizona State University, Fulton Schools of Engineering, 2021, 4.0 GPA  
Coursework included: Research Methods; Usability & User Experience; Interaction Design, Planning & Implementation; Web Management & E-commerce; Data & Information

**Certification: IRB – Social & Behavioral Research (Human Research),** CITI Program, A Division of BRANY, Issued: Sep 2019, Expires: Sep 2023, Credential ID: 32971524

**Bachelor of Arts (BA), English Language and Literature with a Minor in Graphic Design,** Northern Arizona University

## Awards

**2021 Outstanding Graduate,** Arizona State University, May 2021

**2021 ADDY Awards GOLD: Cross Platform / Social Responsibility:** ASU Forks Up, Masks Up (Return to Campus Campaign), and **GOLD: Elements of Advertising:** ASU Augmented Reality Spring and Fall 2020 Commencement, March 2021, American Advertising Awards | AAF

## Areas of Expertise

- UX / UI design process and projects
- Visual design
- Multi-channel marketing campaigns
- Creative collaboration
- Project management
- Creating inclusive, growth-focused work environment
- Cultivating strong partnerships

## Technical Proficiencies

**Design:** Figma; Adobe Creative Suite — XD, InDesign, Photoshop, Illustrator, AfterEffects, InCopy, Premier Rush, Acrobat, Bridge; Balsamiq / **Code:** HTML + CSS, GREP / **Collaboration:** Google Suite, Dropbox, Airtable, Slack / **PM buff:** Wrike, Basecamp, JIRA, Workzone / **Dabbled in:** Blender, SparkAR, Snapchat Lens Studio

## Professional Experience

**Arizona State University / Tempe, AZ** Aug 2019–Jul 2021  
**Senior Art Director, Performance Marketing, Enterprise**

Design lead for high-performing team managing 5–10+ designers. Envisioned and implemented over 30 campaigns annually. Utilized audience and performance data to develop A/B testing strategies in iterative design process for campaign results. Created new visuals and strategies collaboratively with writers, developers, data specialists and UX/UI designers for campaigns (landing pages, email, ads, etc.).

- Garnered successful, highly-collaborative user-centered design solutions for diverse workload by applying systems design thinking and automation to complex problems both as individual contributor and creative lead.
- Projects included high-performing digital ads and landing pages leading to conversions, cohesively branded multi-channel campaigns and interactive AR social media lenses (combined 2m views + 6k actions).

**Arizona State University / Tempe, AZ** Nov 2017–Aug 2019  
**Assistant Design Director, Enterprise**

Directed 5+ designers in developing user-centered design systems aligned to brand standards in a large body of work. Cultivated inclusive, learning-focused environment. Designed national brand campaigns reaching millions, redesigned high-visibility university events and alumni communications reaching an audience of over 500,000.

**WorldatWork / Scottsdale, AZ** Sept 2008–Nov 2017  
**Lead, Creative Services**

Developed and implemented user interface (UI) design of event landing pages including wireframing and high-fidelity prototypes in liaison with web development team. Effectively managed a diverse workload including monthly magazine, advertising, event marketing, environmental, publication and web design.

*Volunteer experience as **Vice President, AIGA, Arizona / Tempe, AZ (2019–2021)** and **Project Manager for Phoenix Design Week.***