

Joe Hanson

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Senior Designer | Creative Manager

Innovative designer with extensive experience in managing and executing end-to-end facets of design, UX, art direction, corporate branding and marketing materials. Stellar track record for delivering on challenging projects that meet stakeholder and user requirements on-time.

Technical Proficiencies

Tools:	Adobe CC, Photoshop Illustrator, InDesign, XD, Bridge, Acrobat, Premier, and Dimension
Digital/Web:	UX Design, Wireframes, Prototypes, Product Photos, Infographics, Ad Campaigns, CMS Editing, Webinars
Print:	Catalogs, Brochures, Guides, Programs, Magazine Ads, Flyers, Posters, Banners, White Papers, Pamphlets
Design:	Logos, Icons, Illustrations, Infographics, Photo Manipulation, Live Events, Booth Design, Color Correction

Career Experience

Graphic Products, Beaverton, OR

2020 to Present

Creative Manager/Senior Designer

- Lead, train, and mentor team of UX and graphic designers to elevate the quality of work as well as individual skill sets.
- Responsible for strategic planning and analysis of projects, overseeing the design team working on projects from inception to completion.
- Direct, develop, and lead design art for branding, logos, web assets, collateral, packaging, and video production.
- Design, implement collateral focused on customer engagement to generate qualified leads & better user experience
- Collaborated with UX, digital strategy, and development teams to improve site features including category pages, product cards, and landing pages to improve usability and increase sales.

Graphic Products, Beaverton, OR

2011 to 2020

Lead Graphic Designer

- Enhanced ecommerce experience with a large site redesign focused on improved navigation, product and resource visibility, producing wireframes/prototypes, and working with developers to implement.
- Led, managed, and created engaging marketing assets including product logos/icons, UX designs, digital assets, infographics, advertisements, informational guides, and catalogs.
- Improved product and brand awareness by revising style guide, developing branded assets, and promoting consistent design.
- Developed and implemented organizational design standards for logo usage, brand colors, and overall design direction.
- Minimized costs and use of materials by redesigning the packaging used for the entire product line of printers and supplies.
- Designed and produced a successful trade show display by collaborating with senior leadership and vendors.

Additional Experience

Lead Graphic Designer • OMAC Advertising, Salem, OR
Graphic Designer • Mid-Valley Newspapers, Albany, OR
Graphic Designer • Country Coach, Junction City, OR

Education

Bachelor of Arts • University of Oregon, Eugene, OR