

Hannah Graham

SHE/HER

Graphic Designer with 5+ years of experience across government, agency, and freelance work, extending into product design. Designed a provincial mental health awareness campaign that increased helpline calls by 14% during its run. Strong foundation in visual communication and hierarchy, applied across print, digital, and interface design. Proficient in Adobe Creative Suite and Figma.

EXPERIENCE

FREELANCE/SELF-EMPLOYED

2020 – Present

Graphic Designer

Designed logos, icon sets, business cards, slide decks, and simple motion graphics for small businesses and local clients. Managed full client relationships from initial brief through final delivery, including communication, timelines, and revisions. Handled all business operations independently, including invoicing, contracts, and scheduling across concurrent projects.

EXECUTIVE COUNCIL OFFICE, GOVERNMENT OF NEW BRUNSWICK

2023 – 2025

Graphic Designer

Art directed the launch film for a health app serving 850,000 New Brunswickers; the film aired live at the State of the Province address and reached 230,000 viewers. Led design and art direction across multiple provincial health and awareness campaigns, producing bilingual (EN/FR) print, digital, and motion deliverables. Assisted in creating a project brief template, file-naming and handoff process, and onboarding materials for new designers; documentation and proposals were largely adopted as standard practice.

FIFTH AND MISSING DESIGN GROUP

2021 - 2023

Junior Graphic Designer

Designed logos, book layouts, and social media content for a multi-entity nonprofit client group, maintaining visual consistency across a wide-ranging content calendar. Produced pharmaceutical packaging design, working within regulatory and brand compliance requirements. Designed slide decks and presentation materials for clients including Dexcom. Adapted design output across branding, editorial, and digital formats to meet varied client needs and deadlines.

JEFF ALPAUGH CUSTOM

2019 – 2020

Graphic Designer and Assistant Store Manager

Designed custom sock patterns for B2B wholesale clients; exceeded one client's expectations enough that they doubled their order to include a second pattern. Delivered packaging, signage, and marketing materials from concept to final production. Advised individual retail clients on custom suit and shirt design through fabric and colour pairing consultations. Contributed across design and retail operations as part of a small 4–6 person team.

EDUCATION

Graphic Design Diploma

2019

New Brunswick College Of Craft And Design, Canada

Foundations Visual Arts Certificate

2017

New Brunswick College Of Craft And Design, Canada