

JILL HANNAY

FREELANCE ART DIRECTOR & UI/UX DESIGNER

WWW.JILLHANNAY.COM

As a freelance art director and designer, I've jumped into projects at just about every stage, from developing multimedia creative campaigns, to creating user flows and site maps, to building out wireframes into fully resolved, responsive web designs and providing quality assurance in HTML/CSS. I like to stay busy, and always have a real interest in creating design that works for people.

FEATURED PROJECTS

SIREN DATING APP REFRESH

Provided an overhaul of the information architecture to streamline user experience and simplify interactions. Worked with CTO to rethink the existing app design after beta testing yielded mixed results for the app's success. Recommended refinements to the user interface to simplify, add delight and visual interest, and consistently engage and retain users, including a map for a user onboarding process.

CLIENT	ROLE	WEBSITE
Siren Dating App	Senior Designer	www.siren.mobi

KING COUNTY DECONGESTION INITIATIVE

Developed creative concepts and designed a multimedia advertising campaign to reduce single-occupancy rides. Created branding and art direction for the campaign, and designed marketing materials such as billboards, transit ads, and print collateral. Wireframed and designed campaign website.

CLIENT	ROLE	WEBSITE
King County Metro	Art Director	justonetrrip.org

NETHOPE WEBSITE REDESIGN

Led interaction and UI design as a member of a four-person, agile team. Created original CSS style guide, icon set, and interface designs for a custom wordpress website template. Worked with researcher and developer to serve the needs of a diverse audience.

CLIENT	ROLE	WEBSITE
NetHope	Lead Designer	nethope.org

TIME.COM PAYWALL SYSTEMS

Worked closely with Time's editorial, web and consumer marketing teams to introduce a paywall to various Time, Inc. properties, including Time, Money, InStyle, Real Simple and Cooking Light. Created a range of creative concepts to emphasize brand value and editorial breath of publication. Created a suite of digital ads, checkout pages, and paywall messaging for responsive application across the web.

CLIENT	ROLE	WEBSITE
Time, Inc.	UI Designer	time.com

SKILLS

InDesign, Illustrator, Sketch, Photoshop, PowerPoint, InVision, Keynote, DreamWeaver, WordPress, Microsoft Office, HTML/CSS, Presentation Design, Drawing, Typography, Copywriting, Branding, UI Design, Responsive Web Design, UX Design, Project Management

CONTACT

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WORK EXPERIENCE

COMPANY NAME	DATE	TITLE
Siren	Jan. 2017 – present	Senior UX/UI Designer

Providing in-depth research, recommendations, and visual comps to improve user experience and visual appeal of a dating app as it expands to engage with new, national markets.

COMPANY NAME	DATE	TITLE
PRR	June 2016 – present	Art Director

Providing design direction and strategy for digital and multimedia campaigns for clients such as King County Metro, Virginia Department of Transportation, and the EPA. Developing and delivering successful communication strategies to engage with the general public and satisfy the goals of diverse stakeholders.

COMPANY NAME	DATE	TITLE
Fell Swoop	Nov. 2014 – June 2016	UX/UI Designer

Worked with small, interdisciplinary team to create unique, impactful marketing solutions for Fortune 500 companies. Collaborated closely with copy writers, UX researchers and front-end developers to transform in-depth user research into usable, beautiful, and responsive web solutions. Clients include Time, Inc., Condé Nast, Microsoft, Imperva, and Facebook.

COMPANY NAME	DATE	TITLE
4Culture	Nov. 2014 – June 2016	Senior Designer

Worked as a contract designer for a large arts-funding organization in Seattle, Washington to create publications, program branding, and annual reports.

COMPANY NAME	DATE	TITLE
Frye Museum	Sept. 2013 – June 2014	Graphic Designer

Designed collateral and publication design for museum promotions, exhibitions, and events. Independent projects included: brochures, invitations, ads for print and web, exhibition wall graphics, outdoor signs, and magazine layouts.

VOLUNTEER WORK

ORGANIZATION	DATE	TITLE
Resource Equity	September 2015 – present	Art Director

Ongoing design support for international women's land rights organization, including identity, web design, publication design, and collateral.

More information at resourceequity.org.

EDUCATION

SEATTLE CENTRAL CREATIVE ACADEMY

Graphic Design Program, Class of 2014

EVERGREEN STATE COLLEGE

Focus in Visual Studies, Bachelor of Arts, 2011