

HANNA YI

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PROFESSIONAL SUMMARY

Visual designer with 7+ years of experience developing campaign creative, print materials, and digital layouts for technology products. Combines visual storytelling with cross-functional collaboration to communicate complex information and maintain brand consistency.

EXPERIENCE

Western Digital, Global — *Graphic Designer*

JULY 2019 - PRESENT

- Led creative execution for a UK website infographic rollout across 10 products, keeping design consistent across 8 languages while coordinating production, content, a translation agency, and a colleague's contributions.
- Extended a newly agency-defined brand identity across digital and print, including social, blog, brochure, and internal tools, during the company's shift from B2C to B2B.
- Developed the creative direction and key art for the WD Red Pro B2B campaign, delivering assets for social media and a tradeshow booth wall.
- Created branded marketing materials and interactive presentations, contributing to brand style guides and internal design standards.
- Cross-trained in UX and customer research, contributing research and design for website pages and interface components alongside the UX/UI team, including accessible color contrast checks, and partnering with developers to align design and implementation.
- Earned positive feedback on design quality and communication from Channel, Corp, and Product teams.

Flexyigig, USA — *Contract UX/UI Designer*

JULY - AUGUST 2023

- Led client meetings to align project goals, review design decisions, and incorporate feedback.
- Designed employer and employee registration flows, refined wireframes and prototypes through usability testing, and delivered organized design files with recommendations for next steps.

Hamagami/Carroll Inc., USA — *Freelance Graphic Designer*

JANUARY - MAY 2019

- Developed the visual direction and designed event banners for Universal Studios; also designed logos for Left4Dead 2 and website iconography using Adobe Illustrator, Photoshop, and InDesign.
- Developed projects from initial concepts through final deliverables, incorporating feedback from team design reviews.

EDUCATION

ArtCenter College of Design — *Bachelor of Fine Arts in Graphic Design, Honors*

Springboard — *Certificate of Completion in UX/UI Design*

SKILLS & TOOLS

Campaign design, brand applications, digital and print design, social media design, tradeshow and large-format graphics, typography, layout, color theory, accessible color contrast checks, infographics, iconography, presentation design, responsive web layouts, motion and animation in Framer, brand guidelines, design systems, wireframing and prototyping, usability testing, user research.

Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Framer, Jira, Asana, Keynote.