



HANNA DEKKER

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SKILLS

Photoshop

Illustrator

InDesign

InVision

Principle

Fontello

Squarespace

WordPress

Optimizely

Basic HTML & CSS

Lead Generation & Form Design

Responsive/Mobile-First Design

Cloud-Based Productivity Apps

CAREER HISTORY

PRODUCT DESIGNER (SELF, 2016 - PRESENT)

Currently creating wireframes, landing pages, websites, branding systems, ads, apps, illustrations, sketches, and lettering for many different types of clients. I also do design consulting as well as some occasional copywriting and product photography.

Highlights: Currently working on PINSTOP, a brand new web app focused on creating a better hotel concierge experience, for the Ritz-Carlton, Tokyo

CREATIVE DIRECTOR (LBMC GROUP, 2015 - 2016)

Created wireframes, websites, landers, ads, branding, and email newsletters for affiliate marketing offers. Also did UX research, UX/UI design, and illustration.

Highlights: Designed EagleLoans.com and saw a 65% conversion rate right out of the gate

LEAD UI DESIGNER (XYZ/ITMEDIA, 2011 - 2015)

Designed websites and marketing material for a variety of websites and new TLDs. Duties included extensive branding, responsive site mockups, lead-generation sites, UX research, UX/UI design, and illustration.

Highlights: Redesigned PersonalLoans.com — saw a 48% improvement in conversion over the original design (90% on mobile traffic)

SOCIAL MEDIA MANAGER (EFG PR, 2010 - 2011)

Managed social media and web design for an established PR agency. Managed interns, brainstormed social campaigns for proposals, designed layouts and applications (print, web, and mobile), and maintained social networks.

Highlights: Helped Miss Me Jeans gain 175,000 fans on Facebook and increased fan engagement by 400%

SOCIAL MEDIA SPECIALIST (BIGMETHOD, 2008 - 2009)

Managed social profiles for clients such as Harley-Davidson and Cherrytree Records, created marketing reports, designed promotional material and communicated with bloggers and fans.

Highlights: Helped create a successful remix contest to promote the release of Fatboy Slim's side project, The Brighton Port Authority