

HANNAH MCNERNEY

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👑 OVERVIEW

I am a high-energy and confident creative designer passionate about breathing life back into digital experiences. I focus on creating meaningful human-centered inclusive designs for the user through aesthetics, empathy, and problem-solving while making sure to meet business goals. I care about the details and am a hard worker with high ambitions, always striving to better myself in my career.

🎓 EDUCATION

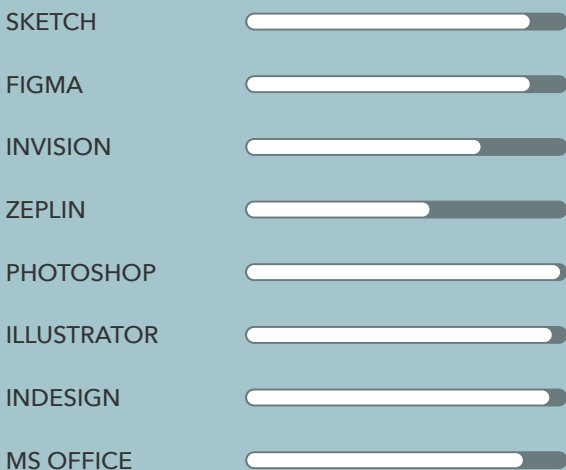
PITTSBURGH TECHNICAL COLLEGE

Associate in Science Degree
Graphic Design, October 2011

GREATER ALTOONA CAREER AND TECHNOLOGY CENTER

Certificate of Completion
Multimedia and Web Design, June 2009

✂️ EXPERTISE



🖥️ EXPERIENCE

CHEMISTRY - LEAD DIGITAL DESIGNER

June 2020 - Present

Took lead in the design of homepages, landing pages, promotional content, and digital display ads for multiple diverse clients. Assisted in the rebranding and site design of a major health insurance company to help increase customer engagement and generate sales leads. Spearheaded the redesign of interactive experiences, resource centers, and design systems while balancing the demand of client needs with best practices. Delivered multiple projects within tight timeframes from concept to final launch, while handling a wide variety of challenges where a solution was not immediately apparent.

CORE 3 GROUP - FREELANCE DESIGNER

September 2018 - Present

Assisted in brand and strategy development for a variety of clients ranging from start-ups to large, multi-location businesses. Helped clients boost their image and reach more customers through event planning and coordination, website and mobile app strategy, and targeted social media campaigns.

DICK'S SPORTING GOODS - ASSOCIATE UI DESIGNER

September 2017 - June 2020

Primarily responsible for the user interface design of Golf Galaxy and CALIA™ digital experiences. Designed homepages, landing pages, banners, and site-wide promotions that helped increase customer interaction. Developed and presented new concepts best suited for the customer experience—all while ensuring creative is inclusive and accessible. Assisted in design system development to help maintain brand guidelines across all channels. Continuously conducted user testing to build better designs while balancing the demands of merchandising and sales. Art-directed photoshoots for both model and product at studios and on location.

WESCO DISTRIBUTION - CONTRACT WEB DESIGNER

July 2017 - September 2017

Assisted senior designers in the development of digital brand strategy for WESCO and its subsidiaries. Established and built out templates and assets for marketing automation and lead generation activities across the business in Hubspot. A/B tested design layouts and styles to achieve optimal results.

CENTRIA - COMMUNICATIONS & GRAPHIC DESIGN SPECIALIST

December 2011 - July 2017

Provided graphic communication materials to support the sales team through advertising, promotion, and public relations. Designed informational assets such as brochures, direct mailers, flyers, manuals, and trade show displays. Oversaw photography assignments including project information, approvals, release forms, budgetary restraints, and editing. Supported the design and maintenance of the public website, portal, and social media platforms.