

# Houston Hanna

Graphic Designer & Marketing Professional

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## PROFESSIONAL EXPERIENCE

### Scottsdale Mint

Nov 2020 - Present

Director of Graphic Design & Marketing – Scottsdale, AZ → Casper, WY

#### DESIGN & BRAND DEVELOPMENT

- Created editorial-quality sales materials, presentations, and brand collateral using Adobe InDesign, Illustrator, and Photoshop
- Designed hundreds of products including five flagship lines from concept to completion—visual identity, packaging, and launch campaigns
- Executed projects under tight deadlines, managing concurrent releases tied to market events

#### MARKETING COMMUNICATIONS

- Managed email program serving 140,000+ subscribers—designed templates, wrote copy, coordinated deployment
- Ran paid ads, social channels, and alternative marketing initiatives to drive brand awareness and sales
- Planned and produced materials for industry events and new product introductions

#### TEAM LEADERSHIP

- Led cross-functional initiatives requiring coordination between design, sales, fabrication, and executive teams
- Directed team of 3 in the design department, balancing multiple concurrent deadlines and priorities
- Served as brand steward, ensuring all client-facing outputs maintained visual and messaging consistency

### Highlands Church

Aug 2013 - Nov 2020

Lead Graphic Designer – Scottsdale, AZ

- Managed all visual production for a multi-ministry organization serving 3,000+ weekly attendees
- Built and maintained unified branding system across signage, wayfinding, print, web, and social channels
- Produced event graphics, sermon series artwork, and campaign materials for 50+ annual programs
- Delivered consistent, high-quality work under weekly production deadlines for 7 years

## EARLIER EXPERIENCE

### Jason Michael Paul Productions – Illustrator

2011 - 2013

Illustrated lead promotional poster for Symphony of the Goddesses national touring concert. First third-party artist to receive official approval from Nintendo of Japan for Legend of Zelda artwork.

### Fox & Bear – Freelance Designer & Photographer

2015 - Present

Logo design, brand identity development, illustration, and photography for diverse client base.

## SKILLS

### Design Software

InDesign (Advanced)  
Illustrator  
Photoshop  
Figma  
Premiere Pro

### Core Competencies

Brand Identity & Standards  
Presentation Design  
Marketing Collateral  
Copywriting & Editing  
Multi-Project Management  
Cross-Functional Collaboration

### Additional

Email Marketing (Klaviyo)  
Photography  
Motion Graphics  
Web Design

## PORTFOLIO

### Product Launch Campaigns

Complete brand development from concept to market

### Presentation Design

Sales decks, investor materials, internal presentations

### Brand Systems

Multi-channel guidelines for print, digital, environmental

### Editorial Design

Long-form layouts, catalogs, marketing booklets

## EDUCATION

### Point Loma Nazarene University

B.A. Graphic Design & Illustration, 2011-2013