

Debra Hanson

Eugene, OR | 541-514-9431
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Experience

Marketing Turnkey Systems | Wareham, MA (Remote)

Graphic Designer | 03/2022 - 12/2023

- Generated print and digital marketing materials for businesses in the physiotherapy industry.
- Developed websites and user interfaces, communications, digital media, eCommerce, branding, and more for multiple clients.
- Created a new design style for primary and secondary websites, and implemented a social media strategy to boost visibility and give the principal and secondary websites a more contemporary look.

Actors Cabaret of Eugene | Eugene, OR

Graphic Designer | 03/2022 - Present

- Refine the color scheme, typography, signage, and logo of a community nonprofit theatrical company.
- Create and manage a brand-new WixPro website with a new identity system, upgrading it to showcase the latest productions and preserve the galleries of old photos.
- Establish and manage a social media network that boosts attendance and visibility by more than 10% for each show.

Madison Design Company | Eugene, OR

Layout Designer | 10/2021 - 03/2022

Designed two brand-new product brochures and sell sheets for a T-shirt manufacturer that was resuming operations after a brief closure. Developed a social media strategy to be implemented at a later date.

The Bleed | OR, Eugene

Co Editor-in-Chief | 03/2021 - 07/2021

- Oversaw the 52-page, yearly college design magazine that won multiple ACP Pacemaker awards.
- Supervised 18 authors/designers and 2 art directors while preparing, rewriting, and editing articles to make them more readable. Responsible for final pre-press and delivery to commercial printer.
- Author of one article, as well as design and art.

Mud Paw Design House | OR, Eugene (Remote)

Graphic Design Intern | 01/2021 - 04/2021

- Redesigned a series of 30-60 page herbal folios, master files, and brand guide.
- Met project goals by producing excellent design work that assisted clients in promoting events, goods, and services.
- Completed a number of print projects for clients, such as a rack card, countertop services pad, 4x8 foot banner, 32-page coloring book, and door hanger card. New, eye-catching designs were created using Illustrator and InDesign.
- Maintained daily office file updates and record organization.

Uplink Spyder | OR, Eugene (Remote)

Graphic Design Intern | 10/2020 - 12/2020

- Created social media graphics for web development and internet marketing agency's own use.
- Completed more than 60 graphics on a theme for use by one client for social media and other projects.

- Implemented current best practices based on knowledge of social media trends and content strategies.
- Collaborated with team members to meet daily demands and handle challenging projects.

Holt International | OR, Eugene

Administrative Coordinator | 10/2005 - 04/2020

- Provided more than 3,000 services a year to adult adoptees, birth families, and adoptive families from more than 30 nations. Acted as main point of contact for the post-adoption division, which handles more than 4,500 cases a year.
- Editor of a quarterly newsletter that is distributed to more than 9,000 email addresses. Enhanced administrative performance through office policy enforcement and optimization.
- Updated databases by document scanning and human data entry.
- Created and disseminated comprehensive reports by expertly compiling and condensing relevant data. Assisted team in managing heavy workload by setting priorities, creating materials, and organization.
- Skillfully wrote and published numerous articles for the post adoption newsletter regarding citizenship for adoptees and the personal experiences of being an adoptive parent.
- Utilized copywriting skills to create over 50 informational flyers and pamphlets covering a range of subjects for adult adoptees, especially those returning to their birth country or reuniting with their birth family.

Education

Lane Community College | Eugene, OR

Graphic Design | 06/2021

Graduated 4.129 GPA

Skills

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|--------------------|------------------------|----------------------------------|
| ● Time management | ● E-commerce | ● HubSpot |
| ● Microsoft office | ● Project management | ● Microsoft Teams |
| ● Writing skills | ● Adobe Illustrator | ● Infographics |
| ● Marketing | ● Adobe Dreamweaver | ● Social Media Management |
| ● Typography | ● Adobe Photoshop | ● Avada & Elementor Web builders |
| ● SEO | ● Adobe InDesign | ● Asana/Click Up/Trello |
| ● HTML5 | ● Acrobat Professional | |
| ● Copy editing | ● WordPress/CMS | |
| ● Graphic design | ● CSS | |

Interests

Painting, Zentangle, community theater, motorcycles, photo manipulation, woodworking.

Links

Website: <https://www.dhdesigns.art/>

LinkedIn: <https://www.linkedin.com/in/deb-hanson-350096185/>

Behance: <https://www.behance.net/debhanson1>

Actors Cabaret (client): <https://www.actorscabaret.org/>