

# Hannah Batasee

Irvine, CA 92620 | hbatasee@gmail.com | 949-579-0034 | Portfolio

## EDUCATION

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### California State University Fullerton

*Bachelor of Interactive and Graphic Design*

**Fullerton, California**

*May 2023*

- **Scholarships:** Won a \$1000 scholarship as a junior transfer to Fullerton out of 400 candidates.

### Irvine Valley College

*Associate's in Studio Art*

**Irvine, California**

*May 2021*

## WORK EXPERIENCE

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### Social View Agency

*Graphic Designer and Content Creator Intern*

**Irvine, California**

*August 2024 - Present*

- Increased sign-ups by 30% for a client's business, as measured by engagement metrics, by creating and designing targeted digital content for social media platforms and leveraging analytics to optimize performance.

### Freelance

*Graphic Design*

**Irvine, California**

*Sep 2021 - Present*

- Consulted with clients to create custom artwork and design assets using Procreate and Adobe Suite, ensuring aesthetic and technical quality.
- Led strategic meetings to negotiate payments, set milestones, and finalize deliverables.
- Increased clientele by 10% and expanded networks to secure more freelance work, including a significant memoir project completed with Adobe InDesign, Photoshop, and Illustrator.

### CREATIVE AID - A ConceptZombie Project

*Graphic Design Intern*

**Fullerton, California**

*August 2022- December 2022*

- Participated in team brainstorms to enhance project outcomes.
- Integrated current design trends.
- Managed multiple projects to meet deadlines and deliver high-quality results.

### Arts Inter-Club Council, CSUF

*Director of Public Relations*

**Fullerton, California**

*August 2021- October 2022*

- Managed AICC social media by posting daily and answering dms/comments.
- Created promotional content for Arts Week, and led a team of graphic designers in producing promotional materials.

### Groupe Dynamite

*Sales Associate*

**Irvine, California**

*December 2021- January 2022*

- Assisted customers with product selection and managed fitting rooms.
- Supported merchandise organization and rebranding efforts.

## LEADERSHIP EXPERIENCE & ACTIVITIES

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### CREATIVE AID - A ConceptZombie Project

*Graphic Design Volunteer*

**Fullerton, California**

*June 2023- Present*

- Collaborated with the design team to create branding materials, digital ads, and social media content, using Adobe Creative Suite and managed multiple projects with a partner, ensuring quality outcomes for diverse clients.
- Supported a key initiative for the American Advertising Federation of Orange County, creating email blasts, banners, and logo video assets for their award show.

## SKILLS & INTERESTS

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**Computer:** Microsoft Office, Adobe Creative Cloud Software, Affinity, Canva, Figma

**Interests:** Popular culture, entertainment industry, fashion design, sewing, anime, fantasy novels, photography