

Michael Hanna

User Experience Designer and Researcher

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PROFESSIONAL EXPERIENCE

Freelance Design, Video, and Music The Michael Hanna Creative Media

Jun 2006 – Present

Graphic Designer (Contractor) Toeroek Associates, Inc.

Mar 2014 – Present

- Helped secure **over \$70.5M in funding** by providing graphic support for proposals for government contracts
- Collaborated with **large multi-disciplinary teams** of writers and reviewers on proposals and contract fulfillment for multi-million-dollar government projects with Environmental Protection Agency (EPA) and Department of Defense (DoD)

Project: *Safer Graffiti Removal*

- Guaranteed **accessibility and effectiveness** of training materials by distilling technical information into a streamlined video format
- Managed **multiple stakeholders** by collaborating with EPA and other agencies

Communications Director The Sanctuary Denver

Sep 2016 – Dec 2021

- Increased **online participation by 500%** by implementing multi-platform streaming, Zoom, and a new website during the COVID-19 pandemic
- Coordinated a **3-day international conference** by managing 29 presenters, marketing, ticket sales, and presentation videos
- Facilitated **congregational connection and investment** by documenting the humanitarian outreach of our sister church in the Philippines
- Ensured **marketability and accessibility** of print and digital publications by formatting and co-editing 3 full-length theological books
- Expanded local presence by reaching **200+ households each month** through new-mover postcard mailings
- Publicized services and events through **Every Door Direct Mailing** campaigns and custom outdoor signage

Creative Director, Graphic Designer, Editor Adams Place

Jul 2009 – Aug 2016

- Gained a rich and authentic perspective on living with mental illness by engaging with **150+ individuals** and their stories in multiple formats
- Obtained objective data by examining the findings of **large-scale studies** in public health, clinical psychology, and neuroscience
- Assured **impact and relevance** by facilitating focus groups with the target audience: adolescents and young adults
- Incorporated **neurodiverse stakeholders** throughout the creative iterative processes
- Accomplished big-picture goals by using **creative design and storytelling skills** to create print and digital products
- Extended organizational reach through **public speaking**, presentations, panel discussions

Major Projects:

- Crazy: A Creative and Personal Look at Mental Illness* · A dynamic, engaging, accessible **272-page full-color book**, winner of the 2013 Colorado Book Award in the Pictorial category
- This Is Your Brain* · An innovative and accessible **video presentation for high school audiences** (see thisisyourbrain.org), semi-finalist for the Rose Foundation's 2015 Innovate for Good grant

Graphic Designer, Marketing Associate Leino & Company, LLC

Jun 2006 – Jul 2008

SUMMARY

Qualified UX designer and researcher with 15+ years of experience in graphic design. I strive for a multi-dimensional understanding of users, I am driven to design useful and effective products, and I am passionate about creating products that positively impact users' lives. Currently seeking the next step in my career.

EDUCATION

Professional Diploma in UX Design

UX Design Institute Jul 2021 – Feb 2022

Bachelor of Music in Composition

University of Denver Sep 2003 – Jun 2006

KEY SKILLS

Prototype design · Interaction design
User interface design · Mockups
Graphic design · Usability testing
Competitive benchmark analysis
Affinity diagramming · Copywriting
Customer journey mapping · Branding

TECHNICAL SKILLS

Sketch · Figma · Adobe XD · Miro · InVision
Adobe Creative Suite (Creative Cloud)
Microsoft Office · HTML and CSS

AWARDS

Colorado Book Award: Pictorial
Colorado Humanities (2013)
Boettcher Scholar
Boettcher Foundation (2001)

LANGUAGES

English (native) · Spanish (intermediate)