

# HANNAH LEIDEN

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## EDUCATION

Carnegie Mellon University 2010  
Bachelor of Fine Arts  
in Communication Design  
Minor in Photography  
Graduated with Honors

University of New South Wales  
Sydney, Australia  
Study Abroad Fall 2008

## RECOGNITION

"Dream" book chosen to be in AIGA  
Pittsburgh's Annual Design Context  
Show 2010



## EXPERIENCE

October 2013 - December 2014

**Rent the Runway** - Visual Designer (New York, NY)

Create mass and specialty emails sent out 5-6 times a week to a membership list of over 1 million customers. Emails responsible for 25% of company revenue. Create onsite, social, and paid marketing assets in a variety of formats and sizes.

December 2012 - October 2013

**Jordache Enterprises** - Graphic Designer (New York, NY)

Create graphics for trade show displays, in store signage, looks books, and presentations working on multiple brands simultaneously. Photograph samples flat and on fit models and retouch for press and e-commerce. Manage social media outlets including Facebook, Twitter, Pinterest, and Instagram.

December 2010 - June 2012

**Norma Kamali** - Junior Designer, Photographer (New York, NY)

Create graphics for in-store displays, website, and social media. Photograph people and events for online media, print publications, and press releases. Design webpage and manage content for launch of new online only clothing line.

Photographs published in Vogue UK November 2011,

W Magazine February 2012, Harper's Bazaar March 2012, and SOMA May 2012  
as well as multiple online publications

May 2010 - August 2010

**MARC USA** - Junior Art Director (Pittsburgh, PA)

Create collateral for Rite Aid stores nationwide. Assist in concept meetings for clients and prepare presentations. Perform research to accompany concepts.

May 2010 - August 2010

**Weisshouse** - Photographer (Pittsburgh, PA)

Work as sole photographer to photograph merchandise in and out of store. Photographs used for website, social media, and publications and featured on Apartment Therapy.

February 2007 - May 2010

**The Cut Magazine** - Founding Member, Art Director (Pittsburgh, PA)

Cofounding member of monthly music magazine with distribution of 1,000 copies. Created and managed team of ten to layout, compile, edit and pre-press monthly issue with one week turnaround time. Scheduled and ran art and layout meetings. Assign, collect, and edit assignments and enforce the schedule.

May 2009 - August 2009

**Impressions Design** - Art Director Intern (State College, PA)

Designed trade show displays, identities and stationary, websites and advertisements for a variety of clients.

2007 - Present

**Freelance Graphic Design**

genosek.com - T-shirt Design, Poster Design

Closet Quilts - Identity and Collateral Design

Harmony Horsemanship Center - Identity Design and Promotional Photography

Dancer's Symposium, Carnegie Mellon University - Event Promotion Design

Earthen Vessels Outreach - Identity and Promotional Material Design

## SKILLS

Proficient in Adobe InDesign, Illustrator, Photoshop CS6 and earlier, Digital Pre-press, Microsoft Office, FTP Clients Cyber Duck and Fetch, Darkroom Photography, Digital Photography, Photo Emulsion Screen Printing  
Familiar with Dreamweaver and CSS