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Hannah Matthew Martínez



¡Hola! I'm Hannah, but my besties call me Rana! I'm an energetic, enthusiastic Latina designer and entrepreneur who loves helping small to midsize businesses with their branding and design needs, especially in the beauty, wellness, food and beverage, and fashion industries. I dedicate my heart and soul to crafting stunning designs and building influential brands, and I'm in love with bringing creative ideas to life. With more than ten years of experience in the industry and a lifetime of creative curiosity, I'm always ready to undertake new adventures and overcome challenges with a brave face. My creative style draws influences from a Puerto Rican upbringing, a Savannah College of Art and Design education, and traveling adventures around the globe, including living in Europe and vibrant cities like Los Angeles & New York. You can say that I've experienced the best of all worlds! This blend of influences has left a remarkable impact on various sectors - from entertainment to décor, and from wellness to fashion. This unique fusion of experiences has enabled me to bring a distinct creative vision to every project I undertake, helping businesses to truly shine.

unveiling my creative toolkit

Branding & identity: I delicately infuse brands with character, creating distinctive identities that resonate and endure. With a love for every detail, I handle everything from naming and logo design to packaging and crafting effective digital marketing tactics - all with an exceptional sense of style

Strategy & positioning: I help brands find their sparkle in the market with strategic plans that emphasize their unique qualities and values. I love watching them shine!.

Illustration & graphic design: I create captivating visuals that connect with your audience, blending style with purpose. This is where my love for art really shows.

Packaging design: My designs are not just functional and regulatory-compliant, but they beautifully reflect your brand's persona. I love the combination of form and function.

Marketing & sales: With a deep understanding of visual communication, I create compelling marketing materials and campaigns, sales aids, and investor decks that not only tell your story but also sell your vision. I enjoy creating visual narratives that drive brand success.

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Events & promotions: From invites to posters, banners to promotional products and apparel, my design skills add an extra touch of creativity and elegance to your events, helping them stand out and be truly unforgettable. I delight in creating visuals that make events memorable.

Digital design: I weave digital designs that engage and excite, from designing attention-grabbing website banners and graphics to social media content. Website development and management: I craft user-friendly interfaces and ensure your digital presence remains robust and ever-glowing. I love the challenge of making the digital world a little more beautiful.

Social media strategy & design: I create a cohesive and intriguing social media persona for brands that draws the right attention. I love helping brands interact with their audience.

Art Direction & consultation: I work closely with photographers, stylists, and production teams to direct brand photoshoots, meticulously plan and organize shoots, and provide insightful creative direction. Leveraging my keen eye and creative instinct, my expertise in photography styling and image retouching ensures that your visuals not only meet but exceed your expectations. My passion lies in guiding the visual and aesthetic journey of a brand.

Copywriting & content creation: Although I'm not a traditional copywriter, I know how to shape a unique brand tone and cater to your basic copywriting needs. I'm in love with words and the way they can weave a narrative, engage, and inspire.

Product development: I accompany your product at every stage of development, ensuring the final product not only meets your standards but also exceeds customer expectations. I love the thrill of creation.

Project management: I make sure projects flow smoothly from inception to completion, staying on schedule and within budget. I love seeing everything come together.

Staff development & leadership: I excel in guiding teams, inspiring individuals, spotting talent, and cultivating a vibrant and productive work environment. I love helping people reach their potential.



Skills at a glance

Over the years, I've honed a spectrum of skills, from illustration and graphic design to digital media and project management. And I have a special place in my heart for product development and brand building - that's where I really shine! Software expertise: I'm adept with a plethora of software, including **Adobe Suite CC, Sketch, Figma, Canva, and Microsoft Office 365**. Plus, I'm no stranger to tools like **Google Suite, Squarespace, Shopify, Magento, and various CRM, project management & email marketing platforms**.

Taking a dip through my career highlights

In 2012, I embarked on my journey as a freelance art director & graphic designer, adding my touch of glamour to dynamic designs and potent brands across sectors. My collaborations include illustrious names like **Youtube, Hugo Boss, Casa Amigo, Kiss my Face, Dearform, Leota, Bernardo Fashion, Leverage Global Partners, Agraria Home, Teamson, Vikera Tequila**, and more.

In 2013, I made my mark in the entertainment industry at 3060 Advertising, an entertainment advertising and design firm specializing in key art design, DVD and game packaging, consumer products, and all forms of theatrical and home entertainment advertising and collateral. I had the opportunity to work with major studios like **HBO, History Channel, Stars**, and other big movie studios.

From 2014 to 2019, I served as a leading Art Director at SELECT WORLD, Los Angeles, a global agency specializing in beauty and fashion brands. During my time there, I focused on brand strategy and print design for prominent brands under Procter & Gamble, including Halston Heritage and Skechers. I played a key role in developing concepts, overseeing and directing photoshoots, and engaging in post-production activities such as video editing, image retouching, illustration, and artwork. Additionally, I worked on various campaigns, look books, and print/web collaterals for fashion brands. Notable achievements include being the leading Art Director for a Skechers TV Spot Campaign featuring Pop Star Demi Lovato.

Since 2014, I've been a co-founder & creative director for HERBEH WOOD, a startup creating unique, organic furniture pieces and products with reclaimed wood. Since

2019, I've also co-founded and served as creative director for Salut, a small botanical drink company based in NYC.

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Education

2012, Savannah College of Art & Design Bachelor of Fine Arts in Graphic Design

I believe that true magic happens when skills, experience, & a positive attitude come together. With a passion for learning, collaborating, & going above & beyond, I strive to create extraordinary results that exceed expectations!

let's connect

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