

JILLHANNAY.COM  
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Olympia, Washington

# Jill Hannay

Creative Director & Designer

## Experience

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### **PRR Creative Director**

Seattle January 2019–Present, (Senior Designer May 2016–January 2019)

PRR provides integrated communications solutions to help government agencies, nonprofit organizations, and businesses deliver improved transportation, public health, and environmental solutions at the local and national level. In my role as Creative Director, I have championed and guided the elevation of the organization's standards for creative work and processes, and introduced and led the adoption of a human-centered design approach to our projects. I foster digital innovation and growth, researching and initiating solutions for online engagement and establishing relationships with web development partners. I lead a team of graphic designers, videographers, producers, and UX designers to deliver branded, multimedia campaigns, paid advertising, online engagement efforts, as well as ongoing creative support for long-term projects. I collaborate closely with the Research and Community Engagement teams, am a member of the Diversity, Equity, and Inclusion (DEI) team, and seek out ways to decolonize our creative practice and center equity in our work. As an individual contributor, I deliver branding, copy editing, UX design, web design, and graphic design.

### **Wildern Freelance Senior Designer**

Seattle 2018–Present

I've had the opportunity to work with Wildern as a freelance senior designer on several projects. On the redesign of the [Getty Images Gallery website](#), I led the design process from user flows to launch, working closely with their front end development team. Other projects with Wildern have included a film fan app design, a website redesign for a tech company, and marketing for Victoria Clipper.

### **Fell Swoop Designer**

Seattle August 2014–June 2017

At Fell Swoop, I worked with small, interdisciplinary team to create unique, high-impact digital marketing solutions for Fortune 500 companies, collaborating closely with copy writers, UX researchers and front-end developers to design, develop, test, and deliver usable, beautiful, and responsive digital products. Clients included TIME, Condé Nast, NetHope, Microsoft, Imperva, and Facebook.

### **4Culture Designer**

Seattle Nov 2014–June 2016

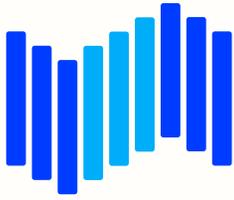
4Culture is a publicly-funded arts and culture organization serving King County, Washington. I was selected to be on 4Culture's Design Roster. Projects included creation of branding and collateral materials for Creative Justice and the design of 4Culture's annual report.

### **Frye Art Museum Designer**

Seattle September 2013–June 2014

Designed collateral and publication design for museum promotions, exhibitions, and events. Independent projects included: brochures, invitations, ads for print and web, exhibition wall graphics, outdoor signs, and magazine layouts.

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## Project Highlights

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### OReGO Statewide Outreach

Oregon Department of Transportation 2017-2020

- › Developed a program identity, microsite, and educational materials for an outreach campaign connecting with rural and urban audiences across the state of Oregon
- › Worked with Research team to design creative with input from community groups and key stakeholders to encourage diverse community participation
- › Led the redesign of the [myOReGO website](#) in 2020, providing UX strategy and information architecture, design direction, coordination with web development partner
- › The full campaign included paid social media advertising and large outreach events through summer 2020
- › **Results:** During Phase 1, both familiarity with and support of road usage charging as a fair funding option increased

### ID2021 Washington REAL ID Integrated Marketing Campaign

Washington Department of Licensing 2017-Present

- › Over three years, led the development of a statewide multimedia advertising and outreach campaign delivered in 5 core languages. Campaign includes video production, paid digital, radio, transit, and outdoor advertising, social media marketing, and grassroots outreach.
- › Used a human-centered design approach to develop a campaign name & branding, prioritizing communities likely to be disproportionately negatively impacted by new ID policies
- › Created sitemap, user flows, wireframes, and designs for an interactive, educational website to help people determine what forms of ID they need. Worked with development team to launch and maintain [ID2021WA.com](#)
- › **Results:** More than 85,000 residents chose to get their first Enhanced Drivers Licenses/IDs during the fourth quarter of 2019, an increase of 190% over the same period in 2018.

### Emotional Support Human

Horizon Foundation 2019-Present

- › Worked with research team, healthcare experts, animators, and a video director to develop a creative campaign to destigmatize conversations about mental health and encourage a community of openness, safety, and support.
- › Led the creative team to develop social media, web design, paid advertising, copywriting, and video production, including custom animation.
- › Provided UX strategy, user flows, wireframes, a program brand, and led a team of three designers to create [supporthuman.org](#)
- › **Results:** To date, the campaign is performing 4.2 times better year-over-year than the Foundation's previous mental health campaign, in terms of click-throughs from social media and advertising to the website.

## Education

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### Seattle Central College

Graphic Design Program, Class of 2014

### Evergreen State College

Focus in Visual Studies, Bachelor of Arts, 2011

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