



Hannah Dick



EDUCATION

Bachelor of Science | August 2020 – December 2023
University of Kentucky | GPA: 4.0
Major: Digital Media & Design | Minor: Computer Science

CONTACT

571-422-0890
hannahdick22@gmail.com
www.hmdgraphics.com

EXPERIENCE

Co-Founder/Creative Director — Bumprints

February 2025 – Present

- Co-founded Bumprints, an organization promoting mindful travel and raising awareness of aviation's climate impact.
- Led brand development, including logo creation, visual identity, and design standards.
- Led the design for and helped build the Bumprints website, integrating custom graphics and user-centered design to communicate mission, values, and educational content.
- Develop ongoing social media and website content to educate audiences, expand reach, and support advocacy goals.
- Collaborate with the founding team to shape messaging, creative strategy, and long-term storytelling that supports climate action and organizational growth.

Conference & Events Manager — University of Kentucky

December 2024 – Present

- Manage digital event platforms (Cadmium, registration systems, mobile apps) and produce branded CPE certificates and conference materials.
- Oversee content management, ensuring accuracy and consistency across faculty records, course details, and attendee information.
- Create accreditation booklets and coordinate expert reviews, maintaining clear, organized, and compliant documentation.
- Support conference planning with a focus on information design, scheduling materials, and user-experience-driven attendee communications.

Freelance Graphic and Web Designer — Various Clients

October 2020 – Present

- Designs cohesive and visually engaging logos, branding guides, websites, social media graphics, and promotional and informational materials for a diverse range of clients.
- Develops and implements branding strategies and marketing plans that resonate with target audiences and effectively communicate client values across platforms.
- Coordinates closely with clients through regular communications and meetings to gather feedback, clarify objectives, and refine design elements.
- Consistently meets deadlines and client expectations by managing project timelines, setting realistic milestones, and adjusting designs as needed to ensure the final product aligns with client vision and goals.

CBMI Conference Acting Director — University of Kentucky

May 2024 – August 2024

- Led 30+ staff and volunteers to plan and execute a July professional development conference for 800 attendees and 59 faculty.
- Managed logistics for 220 hours of curriculum, coordinating with venues, faculty, vendors, attendees, and registration teams.
- Trained and onboarded a new Graphic Design & Marketing Intern on organizational systems, design standards, software, and event workflows.

Graphic Design & Marketing Creative — University of Kentucky

March 2022 – May 2024

- Served as the inaugural designer for Auxiliary Services, creating marketing, promotional, and informational materials across multiple departments.
- Built an annual content calendar and digital marketing tracking system, optimizing campaigns and increasing conference registrations by ~100 attendees per year.
- Designed all mobile-app graphics and icons and developed a new conference website using Drupal.
- Grew digital audiences: LinkedIn group +13%, Instagram +170 followers, and launched a Facebook group reaching 130+ members in three years.
- Led the Marketing & Communications subcommittee of staff and volunteers supporting conference-wide marketing initiatives.
- Produced a comprehensive branding guide with new graphic elements to ensure consistent visual identity across all materials.
- Designed all conference signage, print collateral, social media graphics, email campaigns, and promotional videos using event footage and branded assets.

SKILLS

Proficient Softwares

- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Canva
- Figma
- Wordpress
- Wix
- Webflow
- Drupal
- Salesforce
- Google Analytics

Design Experience

- Graphic Design
- Web Design
- UI/UX Design
- Branding Design
- Print Design
- Social Media Content
- Mobile App Design

Soft Skills

- Detail-Oriented
- Problem Solving
- Event Planning and Organization
- Conference and Registration Management
- Client Communications
- Customer Service
- Leadership
- Teamwork
- Project Management
- Public Speaking
- Marketing