

HANSEL NORIEGA



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SENIOR GRAPHIC DESIGNER

LOS ANGELES AREA, CALIFORNIA

CAREER SUMMARY

Experienced bilingual designer with over a decade of expertise in branding, advertising, and marketing. Profound grasp of design principles, user experience and business strategy. Played a key role in projects that have generated \$10 million in annual revenue and boosted the company's brand visibility. Executed effective campaigns, which connected targeted audience, reinforcing brand loyalty. Currently volunteering as a UX designer for two nonprofits, applying design skills to support their missions.



EDUCATION

User-Centered Design, (UX/UI) Certificate

Parsons School of Design, The New School, New York

June 2023

Digital and Graphic Design Production

New York University, New York

July 2011

Master of Prof. Studies (MPS), Design Management

Pratt Institute, New York

May 2015

Bachelor of Arts (B.A.), Art

Brooklyn College, City University of New York

February 2009



COMMUNITY OUTREACH SERVICE

UX/UI Designer | Hack for LA | Los Angeles, CA

January 2024 - Present

- Designed an interactive prototype to update the filter search panel for both internal users and external clients, enhanced the search results by incorporating search string limitations and insights from feedback of the developer team. Updated and maintained the project's design system.

UX/UI Designer | Human Health Project | Los Angeles, CA

April 2020 - Present

- Revamped the entire platform with a strong focus on user health objectives and personalization, employing a mobile-first engagement approach. The enhancements included an individually customized visitor dashboard, a personalized health literacy learning plan, online events, informative articles for navigating the US healthcare system, and a dedicated community forum for support. The redesign aimed to streamline the user experience while centering on engagement and offered multiple languages to expand user accessibility.
- Enhanced SEO strategies resulted in a 4.29% increase in organic search engagement in May 2023 when compared to August 2022, surpassing the performance of paid search metrics. Ensured that the visual branding complied with the guidelines specified in the organization's style guide.



CAREER EXPERIENCE

Marketing Communications / Designer | AirVitalize | Los Angeles, CA

June 2024 - Present [Contract]

- Executed digital marketing strategies to boost brand visibility and engagement across LinkedIn, Facebook, Instagram, TikTok, and X (formerly Twitter).
- Partnered with the company founder to create content for various communication channels, including social media updates (video, infographics), email newsletters, company white paper, event flyers. Content aligned with the company's vision, values, strategic objectives, and target audiences.

Design Consultant | Independent [Selected Projects] | Los Angeles, CA

March 2014 - Present

Client | Halo Top Creamery Ice Cream, Brand Designer

Developed in-store banner advertisement for the company during the second quarter of 2017. Advertisement displayed in Ralphs and Vons supermarkets across 292 stores in Southern California. Advertisement positioned to promote cross-selling marketing efforts in specific aisles.

Client | KidSTREAM Museum, Graphic Designer

Conceptualized, designed, and delivered printed banners, measuring 36 inches by 48 inches, to the Ventura County's Children's Museum in Camarillo, CA. The event highlighted bilingual women for their valuable contributions to society through their work in the STEM field.

Client | Ogden & Epker Psychological Clinic, Brand Designer

Built a new brand identity around patient care services to promote the business for a Neurological conference held on the Gulf Coast. Brand recognition improved by 22% leading to an increase in booth traffic. Marketing collateral included the company logo, banner display, brochures, adhesive notepads, tablecloths, and business cards for the company.

Graphic Designer, Level Three | Beyond Limits | Los Angeles, CA

April 2021 - February 2023

- Increased the combined follower count on Twitter, LinkedIn, and Facebook from 10.6k to 14.1k. The improvements were derived from a strategic shift in the brand's direction and the creation of engaging video content. By the end of 2022, all platforms gained a combined total of 3.5k new followers.
- Successfully met the launch date for the website redesign to release the new company product into the market, LUMINAL Refinery Advisor. Continuously met with the developers of the partnered agency to implement the new design and accomplish this goal. The redesign garnered 92k web sessions across international markets. More key performance indicators (KPI) measured bounce rate reduction by 15.7% on webpages. Performance metrics demonstrated improvements in page views per session, visitor count and session duration by users.

- Created marketing collateral such as advertising materials, signage, admission packets, and event programs. Collaborated with in-house printing services and outside print vendors to ensure the accuracy of specifications, such as accurate Pantone colors, paper type, and project dimensions. Oversaw the final proofs of print files for accurate print production.
- Designed the branding for the Hispanic-Serving Initiative at the university. The project included banners around the school campus, flyers, and posters displayed in the main building celebrating National Hispanic Heritage Month. For the guest speaker series of the celebration, designed a presentation template to be used as the standard for the Marketing Creative Services department.
- Guest speaker for Introduction to Mass Communications (COMM 101), presented a lecture on the fundamental principles for designing effective advertisement and marketing projects. Class subject topics included target audience analysis, creative strategy development, and the use of digital tools and platforms. Engaged with students through interactive discussions and provided practical insights based on my industry experience.

Graphic Designer | News Corp - News America Marketing | New York, NY

July 2011 - June 2016

- Mockups of brand advertisements were customized for account meetings, aiding sales teams in the United States and Canada to successfully secure business with clients. Through these efforts, creative projects contributed to the company's revenue by generating an average of \$10 million in annual client contracts.
- Spearheaded the Super Bowl XLVII (47) event campaign for the company. The creative elements of the campaign were inspired by the host city, New Orleans. Project collateral included NFL player posters, themed ticket envelopes, creative banners, player signage, event brochures, and an itinerary inspired by the rich heritage of jazz and French Quarter architecture. The thoughtful designs received positive feedback and praise, contributing to the elevation of the brand identity for the company's corporate event. The event produced networking opportunities for the sales team, exclusive access to NFL players, and memorable experiences that nurtured client relationships and fostered ongoing business. The event resulted in a 20% increase in repeated business.
- Upheld the company's brand guidelines and identity in both digital and print marketing through the monthly consumer-branded SmartSource® magazine. Created advertisements for Consumer Packaged Goods (CPG) that were considered high-valued clients. Advertisement inserts spanned across newspapers from the United States and Canada.
- Assisted with the design and maintenance of internal and external presentations. Ensured that all projects were delivered in a timely manner. Stayed up-to-date with the latest design trends to elevate the company's products and services to win new client business.

 **ACHIEVEMENTS**

Human Health Project - Company Website | 2024

Designed several pages of the website with the goal of improving usability on both mobile and desktop platforms. Worked alongside the Product Manager, Junior UX Designer, and the Development team to identify areas of concern and improve user flows.

California Lutheran University - Latinx Speaker Series | 2019

Served as the lead designer for the Hispanic Heritage month guest speaker series. Designed event advertisement for the entire campus; posters, flyers, banners, presentations, and social media graphics.

AIGA - Flourish Emerging Designers Conference | 2018

During the annual AIGA conference hosted at the University of South Alabama, involvement as part of the Executive Board included creating the event's presentation and providing assistance in event planning. In addition, evaluating design portfolios for graduating students, providing valuable feedback to showcase their strengths and providing mentoring in the design field over the course of the summer.

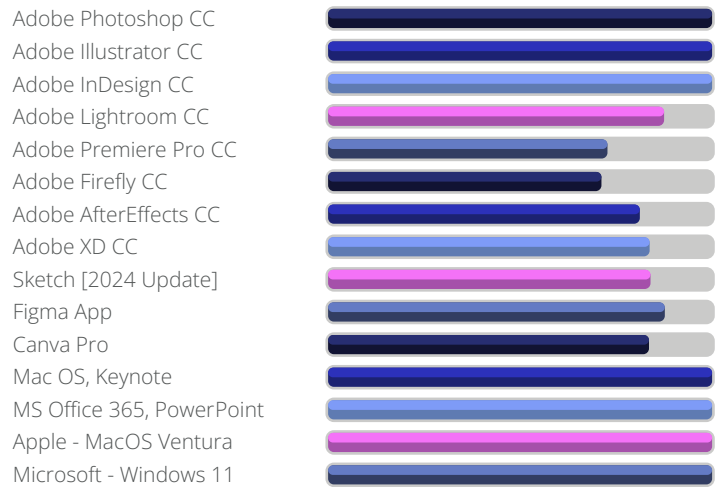
News Corp - Unilever Account Executive Presentation | 2016

Collaborated with an Account Executive to create a presentation deck for a crucial meeting with the head client of Unilever. Organized and designed content for upcoming investments in product placement and business growth. This led to a 60% recovery in quarterly revenue.

News Corp - NFL Super Bowl XLVII (47) Client Event | 2015

Led the Super Bowl XLVII (47) event campaign for the company. Thoughtful designs received positive feedback, contributing to the elevation of the brand identity. The corporate event nurtured client relationships and fostered ongoing business for the sales team.

 **SOFTWARE PROFICIENCY**



 **LANGUAGE**

Spanish - Native Proficiency 
Reading, Writing, and Speaking

 **LEADERSHIP AND PROFESSIONAL ASSOCIATION**

AIGA - Professional Organization for Design **April 2010 - Present**
Executive Board, Communications Director **April 2017 - July 2018**

 **DESIGN SKILLS**

Brand Development	◆◆◆◆◆	Iconography	◆◆◆◆◆	Animation	◆◆◆◆◆	Digital Design	◆◆◆◆◆
Business Strategy	◆◆◆◆◆	Typography	◆◆◆◆◆	Social Media Content	◆◆◆◆◆	Mobile Interface Design	◆◆◆◆◆
Corporate Identity	◆◆◆◆◆	Design Systems	◆◆◆◆◆	Photography Editing	◆◆◆◆◆	Social Media Design	◆◆◆◆◆
Market Strategy	◆◆◆◆◆	Style Guides	◆◆◆◆◆	Video Editing	◆◆◆◆◆	Presentation Design	◆◆◆◆◆