

Hanna Lisowska

Visual & UI Designer

<https://www.hannalisowska.com/>
(206) 823-6576
hello@hannalisowska.com

ABOUT ME

I am an artistic and business leader who connects with my customers through elegant, practical experiences and visual narratives.

As a multidisciplinary creative storyteller with ten years of experience in companies around the globe, I have a confident grasp of all aspects of modern digital product design and development. I am also accomplished in marketing, with deep expertise in brand strategy, content strategy, advertising, package design, and print production. I firmly believe in the importance of market research, testing, and asking the right questions to develop designs that engage and succeed.

I thrive in fast-paced organizations with highly ambitious and ambiguous design challenges, surrounded by equally passionate and collaborative colleagues, and am exploring companies that share this mindset.

PROFESSIONAL EXPERIENCE

NBBJ, Remote — UI/UX Designer and Content Strategist APRIL 2021 - PRESENT

Currently employed at NBBJ, a commercial architecture company, as the most senior UI/UX designer and content strategist for the company's consulting studio. Our studio consults with NBBJ's clients to deliver modern, sustainable workplace design and efficient healthcare experiences across all aspects of their physical and digital operations. I am a key stakeholder in our consulting studio's creative aspects.

My responsibilities include:

- Developing custom web and mobile-based solutions to help NBBJ clients achieve their specific product and engagement goals.
- Modernizing NBBJ's brand by creating a new visual style focusing on accessibility and functional storytelling.
- Influencing marketing leads on our public brand and product narratives, such as by being a stakeholder in developing all new resources for client-facing materials.
- Regularly gather and present in-depth analytics to measure the success of team projects and initiatives against goals and expectations.
- Coordinating long-running projects with internal cross-functional partners and external clients to ensure timely and quality delivery.
- Modernizing internal architecture and business tools for NBBJ's employees.
- Mentoring colleagues on how to achieve their career goals within and beyond NBBJ.

GLHF Games, LLC, Remote — Founder/Creative Director JUNE 2021 - PRESENT

Co-founded a board game company of two, launching a deck-building card game called Primordial Secrets. I am involved in all aspects of the business, focusing on art direction, consistent storytelling, card and board design, and marketing.

Freelance, Remote — Visual & UI Designer AUGUST 2024 - PRESENT

Occasional freelancer for established companies, new entrepreneurs, and celebrities. I provide clients with a wide range of services, including brand strategy, UI/UX design and implementation, product design, package design, marketing, and advertising.

EDUCATION

University of Arts in Poznań, — **Master's degree** 2012 - 2014

University of Arts in Poznań, — **Bachelor's degree** 2008 - 2011

SKILLS

Visual Design, UI/UX Design, Interaction Design, Typography, Color Theory, Layout & Composition, Design Systems, Branding & Identity, Accessibility (WCAG standards), HTML/CSS familiarity, Responsive & Mobile-First Design, Prototyping, Brand Development & Guidelines.

Design Thinking, User-Centered Design, Data-Driven Design, Art Direction, Mentorship & Team Leadership, Cross-functional Collaboration, Creative Strategy, Presenting to Stakeholders, Design Reviews & Critiques.

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign, After Effects), Figma, Miro, Mural, FigJam, Microsoft Suite.

AWARDS

NorthWest Luci Award - Strategy Games

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Progress Chef Software, Seattle, WA — Senior Visual Designer APRIL 2019 - APRIL 2021

I was a senior visual designer in the marketing organization at Chef Software before its acquisition by Progress Software in late 2020. My team was responsible for all marketing operations at Chef, including its media properties, brand, web design systems, and in-person events such as tech summits. After Chef's acquisition, Progress retained me to assist in all creative transition efforts to merge the two brands.

My responsibilities included:

- Developing and applying a new brand strategy and visual language across Chef's media.
- Reshaping all social media presences and Chef's in-person event visual identity.
- Establish new project management processes across the marketing team to improve internal efficiency and predictability.
- Working closely with cross-functional teams to align visions, roadmaps, and deliverables.
- Mentoring multiple other designers and frontend software engineers across my team and within the greater marketing organization.
- Managing team projects from inception to production using agile methodologies, including project planning, estimation, and regular sprints; coordinating work across our team's other designers, engineers, and cross-functional partners.
- After the acquisition, collaborated with Progress creative directors to merge Chef's products and media presences under Progress's brand and visual language while retaining Chef's unique brand personality.

Riot Games, Singapore — Visual Designer AUGUST 2016 - OCTOBER 2017

Joined a publishing team in Southeast Asia of one of the world's largest online video games, League of Legends, focused on raising brand awareness and the local player base. I was responsible for projects across various media outlets, including apps, websites, swag, and key visuals. In addition, I taught the team the importance of understanding our target demographic and drove our publishing strategy to a research-based approach. Through these efforts, my team dramatically increased brand awareness in the region.

Nova Group, Poznań, Poland — Art Lead MARCH 2012 - AUGUST 2014

Consulted for large corporations like Coca-Cola to help them engage with and satisfy their consumers. I was the creative lead for a team that developed media strategies and identities for upcoming and established brands through Below the Line and Above the Line media, including TV advertising, online advertising, and event organizing. I also supported the professional development of the designers on my team through mentorship and advocacy.

Kombinat Rekamy, Poznań, Poland — Graphic Designer APRIL 2011 - FEBRUARY 2012

Consulted for Below-the-line advertising, including product key visuals, package design, and product strategy. Raised consumer awareness around clients' brands, creating a direct and lasting engagement via traditional advertising—in-house support for clients' ongoing business development.

Thank you for your consideration.