

Hannah Smith

hsmithdesign.com

hannah@hsmithdesign.com

Education

University of Tennessee - Knoxville

BFA in Graphic Design

Minor in Leadership Studies

2022 - 2026

Graphic Design Experience

Freelance

JAN 2022 - PRESENT

- Contracted by clients for select graphic and motion design projects

Design Lab

PROJECT MANAGER & DESIGNER, AUGUST 2025 - PRESENT

- Selective design agency experience working directly with clients on a diverse range of branding and campaign work
- Collaborating with other designers

Amy Storm & Company

MARKETING INTERN, JUNE - AUGUST 2025

- Took directions from Senior Marketer
- Managed website content
- Created social media content
- Animated logo and 30+ brand icons

Tennessee Athletics, 151 Creative

GRAPHIC DESIGN INTERN, JUNE - JULY 2023

- Took directions from lead graphic designer to work within Tennessee athletics brand guidelines
- Designed billboards for Tennessee football
- Created media content for men's basketball, softball, volleyball, rowing and cross country
- Animated Smokeys logo mark GIFs for Tennessee Athletics Instagram stories

Awards

- 2025 CRCA National Scholar Athlete
- 2025 All-SEC Team
- 2025 CRCA Athlete to Watch
- 2024 Big 12 Academic All-Conference First Team
- 2024 SEC Academic Honor Roll
- 2023 First-Year SEC Academic Honor Roll
- 2023-2024 Season "Most Improved"

Leadership Experience

Team Captain

JULY 2025 - PRESENT

- Lead and manage a team of 70+ athletes
- Apply problem-solving and critical thinking daily
- Facilitate communication and collaboration
- Elevate expectations and inspire higher-level results across the team

1Tenn

JAN 2023 - MAY 2026

- Serve on leadership team of campus ministry for Student-Athletes

VOLeaders Academy

AUGUST 2024 - AUGUST 2025

- Learned leadership principals, identity as a leader and how my values shape my leadership
- Learned how sport is a universal language and a tool for change
- International immersion experience to Brazil

Athletic Experience

University of Tennessee Rowing Team

AUGUST 2022 - PRESENT

- Train consistently 30+ hours per week to enhance athletic ability and skills while balancing a full course load
- Perform under high pressure situations
- Recruit and host potential teammates throughout the year showcasing the Student-Athlete experience
- 2026 SEC Champion
- 2024 NCAA Championship Bronze

United States Rowing National Team

SUMMER 2021, 2022 & 2024

- Member of the 2024 U23 National Team (Silver)
- Member of the 2021 & 2022 Under 19 National Team

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe After Effects

Figma