Hannah Smith

hsmithdesign.com
hannah@hsmithdesign.com

Education

Master of Science in Strategic & Digital Communication

UNIVERSITY OF TENNESSEE - KNOXVILLE,
AUGUST 2026 - PRESENT

Bachelor of Fine Arts in Graphic Design

UNIVERSITY OF TENNESSEE - KNOXVILLE,
AUGUST 2022 - MAY 2026

- Minor in Leadership Studies

Professional Experience

Graphic Designer

FREELANCE, JAN 2022 - PRESENT

- Contracted by clients for select graphic and motion design projects

Project Manager & Designer

DESIGN LAB, AUGUST 2025 - MAY 2026

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

Marketing Intern

AMY STORM & COMPANY, JUNE - AUGUST 2025

- Collaborated with Chief Creative Officer
- Strategized and created social media content
- Implemented animation into the brand identity
- Managed website content

Graphic Design Intern

TENNESSEE ATHLETICS, JUNE - JULY 2023

- Collaborated with 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

Skills

- Adobe Creative Suite
- Figma
- Inbound Social Media Marketing
- Google Analytics
- Meltwater Level 1

Leadership Experience

Team Captain

UNIVERSITY OF TENNESSEE ROWING, JULY 2025 - MAY 2026

- Lead team to first ever SEC Championship win & best season in program history
- Managed a team of 70+ athletes
- Applied problem-solving and critical thinking daily
- Facilitated communication and collaboration
- Elevated expectations and inspired higher-level results across the team

VOLeaders Academy

AUGUST 2024 - AUGUST 2025

- Established leadership principals and understanding of self-identity as a leader
- International immersion experience to Brazil

Athletic Experience

University of Tennessee Rowing Team

AUGUST 2022 - MAY 2026

- Trained consistently 30+ hours per week while balancing a full course load
- Performed under high pressure situations
- Recruited and hosted potential teammates throughout the year showcasing the student-athlete experience
- 2026 SEC Champion
- 2x NCAA Podium

United States Rowing National Team

SUMMER 2021, 2022, 2024 & 2026

- 2026 World Champion
- 4x National Team Member

Awards

- 2026 First Team All-American
- 2x All-SEC Team
- 2x CRCA National Scholar Athlete
- 3x SEC Academic Honor Roll
- 2025 CRCA Athlete to Watch
- 2024 Big 12 Academic All-Conference First Team
- 2024 Season “Most Improved”