

Hannah Bona

SENIOR GRAPHIC DESIGNER

A creative who is ready to help a company succeed, elevate their brand and design to the next frontier. Extensive experience with agencies, in-house environments and freelance opportunities within both B2C and B2B SaaS. I'm currently overseeing the ownership of creative strategy, brand identity, and campaign execution at Adverity Technologies Ltd at senior level. Having a proven track record of delivering high-impact campaigns and deep expertise in digital design, motion, and brand development.

Experience

ADVERITY TECHNOLOGIES LTD

Senior Graphic Designer | Remote, UK | October 2021 / Present

Currently operating as sole in-house designer for a SaaS company of 300+ employees, contributing to their biggest rebrand, leading their most successful campaigns and product launches since the company was first founded in 2015.

- Leading Adverity's brand and creative output, collaborating with Marketing, UX, Sales, and Product teams to navigate brand unity and evolution across the company.
- Led brand awareness campaigns, new product launches, annual reports, and extensive brand refreshes.
- Oversaw creative production of Digital out-of-home, TV Ads, Paid channels and In-stream ads in partnership with an agency on Make Data Extraordinary that achieved 1.8+ million views on youtube which is still our most successful campaign in terms of reach.
- Led the creative vision and production of our biggest product launch, Data Conversation of 2025, achieving 200k+ views across our paid channels and produced our highest levels of demos and sales outperforming our other existing campaigns.
- Project managed campaigns/brand refresh overseeing timelines, budgeting, and resources to ensure seamless collaboration and the final output met our key objectives.
- Manage our network of freelance designers, and proactively planning the creative schedule to ensure efficiency within our time and budget.
- Art directed and delivered booth led collateral for Adverity's biggest industry events including DMEXCO and Cannes.
- Proactively pitched and conceptualised new campaign ideas, website updates and brand refresh directions, contributing to creative strategy beyond execution.
- Introducing an AI-powered design system, which enables the wider Sales team to self-serve branded one pagers and pitch decks independently, to give the Marketing team back time for more extensive creative projects.

HANA IMAGINES

Freelance Graphic Designer | Remote, UK | April 2021 / October 2021

Founded and run a freelance design studio, working across a broad range of disciplines to match the needs of my clients.

- Collaborated with a wide-ranging clientele, covering both agencies and brands like Saatchi & Saatchi, KitchenAid, and Pampers.
- Delivered tailor-made solutions aligning with each client's brand identity and key objectives.
- The projects ranged from TV ads, packaging, digital design, print and brand development.
- Gained strong business insights through contract negotiation, new business pitching, project planning, budgeting, and invoicing.
- Expanded my skill set by learning and refining my abilities in video editing and 2D motion abilities that were proven to be successful with multiple clients.

- Hana Imagines' branding handpicked by MOO and featured on their inspiration blog

IMAGINATE CREATIVE LTD

Creative Designer | Leamington Spa, UK | October 2017 / March 2021

Worked with Imagine Creative, an award-winning design agency, as a creative designer. I had the opportunity to work with a broad range of clients ranging from sport, restaurants and consumer brands.

- Began as a Junior Designer through a year-long internship evolved into a part-time position during my university degree, before advancing to the role of Creative Designer.
- Delivered creative work for a varied client roster including England Rugby, Hyde Park Winter Wonderland, Kuula Poké, Touchwood Solihull and The Little Soap Company
- Built and managed direct client relationships, representing the studio in client meetings and acting as a key point of contact for briefs and feedback
- Developed a core design foundation working within a studio environment, taking briefs and feedback from more experienced creatives and delivering work to a high standard across multiple disciplines as a team

Skills

SERVICES

Design Art Direction, Brand Identity, Campaign Design, Packaging, Illustration, UX Design, Event/Exhibition, Presentation Builder, 2D Motion, 3D renders, Video Editing, Digital Design, Print Design

SOFTWARE

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe Premiere Pro, Figma, Affinity Designer, Canva, 3D Blender, Microsoft Office 365, Google Workspace, Anthropic Claude Design, Claude Code, ChatGPT, Gemini, ElevenLabs

Education

COVENTRY UNIVERSITY - BA (HONS)

Graphic Design with Professional Enhancement: First Class Honours

HEATH PARK SCHOOL - SIXTH FORM

Art & Design BTEC (Distinction*), Health & Social Care BTEC (Distinction*), English Literature A-Level (C)

HEATH PARK SCHOOL

GCSEs · 12 GCSEs including Maths (B), English Literature & Language (B), Art & Design (A)

Contact

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