

Jeseka Hahn

art direction | graphic design

583 Driggs Avenue, Apt 3R
Brooklyn, NY 11211
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- Capabilities**
- Project Management** | Client relations including budgeting and project milestones
 - Art Direction** | Creating and implementing visual campaigns in print and digital formats
 - Creative Supervision** | Managing and directing designers, copywriters and photographers
 - Print Production** | Sourcing, coordination and on-site press supervision
 - Staff Training** | Mentoring designers to grow creatively and professionally
- Experience**
- Catch 24 Advertising & Design** *Art Director, 2007-2008*
- Rebranded international luxury skincare line, Freeze 24-7
 - Developed and launched successful private label Skincare and Makeup brand identity systems for CVS that included visual element guideline and package design
 - Created promotional campaigns for eco-friendly toy lines, miYim and SimplyFido
Elements included print and online advertising, press kit, catalogs, point of purchase and web sites
 - Managed and mentored a diverse creative team including graphic and web designers
 - Supported all agency accounts such as American Express, DirecTV, Lufthansa, NY Yankees, Oracle
- Condé Nast Publications** *Art Director, 2004-2007*
- Maintained and implemented the company's visual brand integrity
 - Conceptualized and executed consumer and trade advertisements, brochures, identities, invitations, packaging, posters and promotional collateral
 - Produced creative for non-profit organizations sponsored by Condé Nast Publications, such as International Center of Photography, International Yacht Restoration School, Museum of Jewish Heritage and the New York Yacht Club
- USA WEEKEND Magazine** *Senior Designer, 2001-2004*
- Provided design solutions to the Marketing, Sales and Events Departments
 - Supervised designers and freelancers in producing consistent creative materials
 - Oversaw and maintained the Creative Department's project deadlines, budget and resources
- Freelance Design and Art Direction Projects**
Amore Pacific Skin Care, Condé Nast Media Group, DMX Design, Gannett Co. Inc., Hosung Toy Co., Reader's Digest, Victoria's Secret, Wilson Rusch, 92nd Street Y
- Awards**
- Graphic Design USA** *American Inhouse Design Awards, 2005*
Client: USA WEEKEND Magazine
International Spy Museum Invitation
2004 Desk Calendar
- Graphic Design USA** *American Inhouse Design Awards, 2006*
Client: Reader's Digest
Caring Companies Invitation
- Education**
- Pratt Institute**
Brooklyn, NY | BFA in Communications Design

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