

Hannah Cuadro

Phone

860-367-3772

Email

hcuadrodesign@gmail.com

Portfolio

hcuadrodesign.com

Skills

Excellent writing skills
Verbal communication
Team building
Organization
Attention to detail
Flexibility and adaptability
Print & Layout
Color theory
HTML & CSS
Social media design and planning

Software

Illustrator
InDesign
Photoshop
XD
Figma
Sketch

Other

MS Suite
Keynote
Google Workspace
Social media platforms

Education

Massachusetts College of Art and Design Boston, MA
BFA Communication Design, Aug 2017–May 2022

Employment

Design and Marketing Assistant Center Hardware; San Francisco, CA,
Sept. 2022–Nov. 2023

Spearheaded visual design for print materials, store signage, and advertisements to ensure cohesive and impactful brand representation. Authored, designed, and strategized social media posts across platforms, enhancing online presence and engagement. Led the creation of Center Hardware's newsletter and designed various digital assets, including websites and ads, elevating the brand experience and reinforcing consistent brand identity across all channels.

Experience

Class Assistant Massachusetts College of Art and Design, Sept. 2021
Assisted professor for an elective poster design class. Instructed and helped critique small groups of students to build and refine their work.

Marketing Intern Fuller Craft Museum, Aug. 2020–Jan 2021

Worked closely with the marketing manager to create original Instagram and Facebook posts to promote upcoming exhibitions at Fuller Craft and supported the team on zoom during virtual artist talks called 'Craft Chats'.

Freelance Designer 2019–present

Strategized with clients to design illustrations, logos and images for them to be used for their businesses. Works includes a logo for family lawyer Andrew Gavrin, and a t-shirt design for local Boston comedian, Gary Peterson.

Organizations

Student Board Member Student Governance Committee
Massachusetts College of Art and Design, Sept. 2019–Mar. 2020
Board member of faculty, administrators, and students working to improve shared spaces in the MassArt community.