

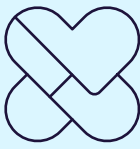
Hanna Lakhani

Senior Brand Designer & Illustrator with 5+ years leading design direction for agencies and in-house teams — from brand identity and packaging to paid media and web design. Known for turning fast-paced sprint timelines into **high-performing creative** across B2B, B2C, and D2C, and for building design systems that help teams scale.

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Experience

Skills

Brand & Performance Designer  Mira Media Aug 2023 – Jul 2026	Software 
Directed paid media creative strategy for B2B, B2C, and D2C clients, iterating on ad designs against A/B test results to consistently improve performance metrics.	Figma
Drove the creative front on full-funnel paid media strategies by building and refreshing brand identities and redesigning client websites from scratch, and developing hundreds of paid media assets including display, Google Shopping, Meta, LinkedIn, and Out-of-Home ad creative — on quick, 1–2 day turnarounds.	Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
Led creative direction across 7+ rapid design sprints for CPG focus-group testing — these full branding experiences included visual direction, packaging, ad creative, and website builds. One campaign's engagement results directly greenlit a new product line.	Web / UX 
Defined the agency's own brand direction and built its website, managed its LinkedIn and Instagram presence, and created internal templates for social, documents, and client reporting.	Webflow
	Framer
	Squarespace
	Wordpress
	Shopify
Lead In-House Designer  Regimen Lab Mar 2023 – Present	CRM 
Refreshed the company's brand identity to unify digital and print experiences, and built out sub-branding, packaging, and marketing materials for new product lines.	HubSpot
Owned all digital and print collateral for 3 product launches and 10+ marketing campaigns, contributing to the company's most successful sales period to date.	Klaviyo
Built a design library of 40+ icons, 150+ illustrations, and non-designer-friendly templates to scale consistent output across all collateral.	Meta / LinkedIn Ads
Directed paid advertising creative and campaign messaging, improving conversion rates and ROAS.	Project Management 
Directed product photography from shoot to post-production.	Notion
	Asana
	ClickUp
Digital Designer  Produktiv Jan 2022 – Mar 2023	Education
Lead designer on multiple high-volume campaigns, producing hundreds of assets on 1–2 day timelines across 20+ simultaneous client accounts.	Seneca College 
Used project management software and liaised directly with clients to balance workload, collaborate with team, and meet deadlines for marketing and performance strategies.	Graphic Design Advanced Diploma 2022
Built reusable email templates that streamlined CRM strategy across sales and growth marketing efforts.	Graduated with High Honours
Played a key role in the agency's 2022 rebrand — building a 90+ piece illustration library and supporting imagery for 15+ case studies, plus new presentation, organic social, and paid ad templates.	
Designer & Illustrator  Freelance Jul 2020 – Present	
Built brand identities for startups end-to-end: logos, guidelines, custom illustration, packaging, and social templates.	
Audited client collateral and led refreshes across websites, paid advertising, and organic social strategy in partnership with founders.	
Teaching Assistant  Seneca College Jan 2021 – Apr 2021	
Supported project critiques and mentored students on design problem-solving outside of class hours.	