

HANNAH CAUDILL

CONTACT

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ABOUT

A graphic designer who loves turning stories and ideas into things people can see, hold, and experience. I strive to build community, create connections & inspire curiosity through design.

SKILLS

Illustrator
InDesign
Photoshop
Light Room
Premiere Pro
Fresco
Procreate
Figma
Canva
Wix
Squarespace

EDUCATION

University of Florida
Class of '24
BFA Graphic Design
Minor in Mass Communications



EXPERIENCE

Cru at the University of Florida
Intern

May 2024 - Aug. 2026

- Managed social media strategy and content calendars, overseeing student teams responsible for creating and publishing content across multiple platforms
- Created and edited video content for social media and promotional campaigns, adapting messaging and visuals for different audiences
- Led and mentored college student leaders, developing skills in delegation, feedback, communication, and team management
- Collaborated within a 16-person staff team to plan and execute campus-wide initiatives, outreach campaigns, retreats, and weekly programming
- Developed and delivered presentations and talks to audiences of 75+ people and participated as a panelist in a regional event reaching 400+ attendees
- Strengthened public speaking, project management, delegation, conflict resolution, collaboration, and time-management skills through two years of independent and team-based leadership
- Raised tens of thousands of dollars through personal fundraising efforts, developing skills in relationship-building, communication, goal-setting, and long-term donor engagement

Freelance Designer

2022 - Present

- Led end-to-end branding projects, translating concepts and client goals into cohesive visual identities across web, merchandise, social media, and print
 - Designed illustrated book covers and publication interiors, combining typography, layout, and original illustration to create cohesive editorial experiences
 - Produced tailored graphics and promotional materials for both digital and print applications
 - Managed projects independently from client communication and creative direction through design, revisions, and final delivery
- Clients:** Courtney Brackin, Summit Church, Oaks Community Church

The Agency at UF

Creative Department Manager

Oct. 2023 - Aug. 2024

- Directed a 30+ person creative department across 20+ client teams and seven internal teams.
- Executed creative direction for multi-media campaigns and brand executions in a collaborative environment.
- Fostered an environment for growth through monthly technical and professional workshops for creatives to expand their knowledge and expertise.
- Cultivated strong relationships with clients, understanding their needs, and delivering creative solutions that adhered to brand strategy and goals.

Clients of Note: Disney Advertising, Astraeus Space Institute, Analog Folk, Gators Unidos, UF Center for Public Interest