

HANNAH SCIBETTA

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I am an expert creative storyteller specializing in end-to-end digital strategy and content creation. My work revolves around crafting compelling user experiences across various digital touchpoints.

EXPERIENCE

Converse / Senior Digital Designer / August 2019 – Present

Design lead for global digital experiences across Converse.com, email, and paid media. People manager, responsible for ensuring my team provides innovative design solutions with industry best practices and business needs at top of mind.

SONOS / Freelance Designer / February – May 2021

Designed digital content across SONOS Radio, blog, and social media channels using brand visual center and tone of voice.

DKNY/ Freelance Designer / June – August 2018

Created print and digital content for DKNY Stories Perfume launch, Karl Lagerfeld Paris collection, and DKNY 100% New York fall fashion campaign.

SKILLS

Process / Digital Storytelling, Art Direction, Branding, Content Strategy, People Management, Product Design, A/B Testing, Cross-functional Collaboration

Software / Adobe Creative Suite, Microsoft Office Suite, Figma, Sketch, Asana, Slack

EDUCATION

Bachelor of Design / Pennsylvania State University

Major in Graphic Design, Minor in Digital Media Trends and Analytics

LEADERSHIP AND ASSOCIATIONS

Alpha Chi Omega / Beta Mu

Vice President of Recruitment and member

Penn State Design Association

Member