

KEEGAN HANNAN

Driven by finding new ways of thinking, seeing, and creating.
Passionate about fashion, design, and branding.

Portfolio Website: keeganhannan.com

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EXPERIENCE:

CREATIVE DIRECTOR. Strike Magazine Gainesville. (JUNE 2023 - JUNE 2024)

- Conceptualized and supervised the execution of over 20 high-fashion photo shoots for the print magazine.
- Strategically curated and maintained the brand identity and visual direction of Strike Magazine Gainesville in both the print issues and across marketing/advertising efforts.
- Led 70+ individuals on 7 creative teams: Photography, Videography, Production, Graphic Design, Styling, Beauty, and Casting.
- Created a brand book to ensure branding consistency across a variety of touchpoints.
- Ideated and orchestrated advertising campaigns with a focus on compelling visual communication.

ART DIRECTOR / GRAPHIC DESIGNER. The Agency at UF. (MARCH 2023 - PRESENT)

- Worked with clients such as Disney, VISA, Astraeus Space Institute, and UF Admissions to create impactful visuals that achieve client goals.
- Created social media content, branding and brand books, flyers, presentation decks, etc.
- Led a team of graphic designers in a specific and curated direction depending on client goals.
- Utilized top industry research and strategy to develop data-driven design, ensuring that communications achieve desired goals.
- Worked diligently under tight deadlines to ensure consistent and cutting-edge content.

LEAD CURATOR & ART DIRECTOR. Central Saint Martins Fashion Communication Exhibition. (JULY 2024-AUG 2024)

- Curated a gallery exhibition displaying the work of Fashion Communication study abroad students.
- Art directed promotional material and exhibition pamphlets.
- Directed a team of 15+ students in planning, designing, and executing the exhibition.
- Collaborated with multilingual students to maximize accessibility for speakers of various languages.
- Designed custom wall hangings to display exhibition materials and encourage guests to stop and engage.

SKILLS

- Adobe Creative Cloud
- Microsoft 365 Certified
- Branding
- Social Media Strategy
- Communication
- Editorial Design
- Team Leadership
- Typography
- Attention to Detail

EDUCATION:

UNIVERSITY OF FLORIDA, Bachelors of Science in Advertising.

- Minors in Fine Art and Business Administration
- AUGUST 2022 - MAY 2026

CENTRAL SAINT MARTINS (UAL), Summer Study Abroad.

- Fashion Communication and Graphic Communication Design
- JUNE 2024 - AUGUST 2024