



NIA HAND

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Senior Graphic Designer delivering high-quality creative in fast-paced, high-volume environments. Expert at translating complex concepts into polished visual solutions while managing multiple priorities with rigorous quality control and a client-focused, strategic approach.

EXPERIENCE

Sensis — Senior Brand Designer

Atlanta, Ga | Aug 2018 – Present

- Led creative strategy and design for CDC National Prevention Information Network (NPIN), advancing global awareness of HIV/AIDS, viral hepatitis, STIs, and TB.
- Developed concept-driven, data-informed campaigns that translated complex health information into clear, action-oriented communications across social, web, and partner channels.
- Produced high-impact assets using AI design tools, infographics, CDC resources, and stock imagery, strengthening engagement and prevention messaging.
- Designed and delivered end-to-end communications including publications, presentations, multimedia content, and final Challenge reports.

Synchrony Financial — Designer

Alpharetta, Ga | April 2017 – August 2018

- Partnered with Senior Art Directors and Associate Creative Directors to deliver high-impact, multi-channel campaigns.
- Concepted and executed custom design solutions across print, digital, environmental, direct mail, credit card, and brand identity initiatives.
- Produced responsive web, mobile, email, and banner assets aligned to strategic business and marketing goals.
- Built polished, client-ready presentations featuring clear, compelling infographics and data visualizations.

Koncept Design Studio — Senior UI/UX and Brand Designer

Atlanta, Ga | Aug 2013 – Feb 2017

- Led interactive design for responsive websites and touchscreen experiences, elevating cohesive digital user journeys.
- Delivered integrated marketing across print, environmental, promotional, and advertising channels.
- Concepted and executed scalable logo systems and brand identities for local and national apartment and condo communities across market tiers.
- Shaped visual direction through moodboards, photography sourcing, and typography selection while mentoring junior designers and leading client-facing strategy conversations.

EDUCATION

The Creative Circus

Atlanta, Ga

Certificate in Design

Florida State University

Tallahassee, FL

Bachelors in Studio Art
Minor in Communications

SKILLS

Creative & Art Direction

Brand Identity
Campaign Development
Creative Direction
Marketing Design
Experiential Visuals
Social Media Creative
Presentation Design

Design & UX

UI/UX Design
Mobile Design
Design Systems
Wireframing
Prototyping
Visual Design
Interaction Design

Tools

Adobe Photoshop
Illustrator
InDesign
Figma
AI Tools - Adobe FireFly, etc.
MS Office
Premiere Pro
After Effects

ACHIEVEMENTS

Indie On 65 logo design is featured in "I Heart Logos: Series One" Book