



**Evan Hanson.**

evan@ehsthetics.com  
ehsthetics.com  
218.280.1574  
Minneapolis, MN

# I am an art director, experience designer, and creative partner based in Minneapolis, MN.

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## Experience.

**US Bank**  
Minneapolis, MN  
2020 - NOW

### Sr. Experience Designer

I lead the creative for the highly visible Automated Investor product on the Wealth Management UX team. I lead rapid concepting sessions with my team to find solutions which find balance between the needs of our user and the needs of the business. I strive to create experiences which simplify complexity and add delight to the mundane. As a leader within the Visual Design Community of Practice, I actively collaborate across different UX teams to find opportunities for improvement in our products, while also mentoring our new designers.

**Rocket55**  
Minneapolis, MN  
2017 - 2020

### Creative Director & UX Lead

I lead and managed Rocket55's creative team, ensuring high quality creative and delightful user experience for our clients; from branding to websites. I researched and implemented new processes for our team, ran workshops to solve problems efficiently, sold clients on our ideas, and fostered a healthy creative team through mentorship and collaboration.

**Checkerboard Web Development**  
Burnsville, MN  
2012 - 2017

### Graphic Designer > Design Division Manager

I developed engaging WordPress websites using insightful UX and SEO tactics paired with effective imagery. I also created evocative, brand-focused content for digital and physical mediums. **In 2015 I was promoted to Design Division Manager**, where I strategized for new business development, and lead efforts in changing Checkerboard's brand and company vision.

**Diamond Home Entertainment**  
Warren, MN  
2011 - 2012

### Graphic Designer

During this internship I designed websites, logos, branding elements, and other artifacts for Diamond Home Entertainment and their clients.

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## Academia.

**The University of North Dakota**  
Grand Forks, ND

**Bachelor of Science in Graphic Design Technology**

**Certificate in Entrepreneurial Studies**

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## Awards.

**AdFed 32 Under 32 Winner - 2020**

**AdFed The Show: Silver in Web Design - 2018**

**Davey Awards: 1 Gold, 2 Silver**

**American Graphic Design Award for Branding - 2013**

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## Skills.

Art direction  
Branding  
Typography  
Workshopping  
Animation  
Illustration  
CSS, HTML, PHP  
Sketch & Figma

## Interests.

Music & film  
Entrepreneurship  
Pop culture  
Technology  
Video games  
Board games  
The great outdoors

**SEE YOU SPACE COWBOY...**