Hannah Mesa

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Art direction and design rooted in authenticity and cultural representation, telling stories visually for brand and consumer.

EDUCATION

Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY Expected May 2028
Bachelor of Science: Visual Communications (Design), Minor in Marketing, Art History, and Design Studies
GPA: 4.0

EXPERIENCE

Alma Advertising, Coconut Grove, FL June 2026 – August 2026
Art Direction Intern
- Designed and deployed social media assets for IKEA's World Cup collaboration with Shakira; creative was purchased and approved by client and drove brand engagement from multicultural audiences.
- Created 30+ assets across three clients, including IKEA's 2026 holiday campaign for Hispanic audiences, Intuit QuickBooks social posts, and Topo Chico's 2027 summer launch.
- Collaborated with a cross-functional creative team to concept, design, and produce assets across client campaigns.

Marketing Division at Syracuse University, Syracuse, NY August 2025 – July 2026
Creative Design Intern
- Created motion graphics, illustrations, and iconography for print and social media following brand guidelines.
- Tailored recruitment designs to students and school officials, maintaining brand consistency and contributing to 120,065 views in one week and a 2.8% increase in social engagement.
- Collaborated with social, video, strategy, and content teams to produce engaging brand materials.

Institute for Sustainability Engagement, Syracuse, NY February 2025 – Present
Assistant Graphic Designer
- Designs educational sustainability graphics for clients including Recycle Right New York and the Center for Sustainable Materials Management, ensuring consistent brand identity.
- Works with team members to communicate information about climate initiatives and programs.

The Daily Orange, Syracuse, NY October 2024 – June 2026
Head Illustration Editor and Design Editor
- Led 20+ illustrators and designed daily story graphics that turned complex information into compelling visuals.
- Collaborated with designers and writers to produce 50+ monthly stories with cohesive visual content.

Office of Academic Affairs at Syracuse University, Syracuse, NY August 2025 – January 2026
FYS 101 Peer Leader
- Created comprehensive guides and manuals to support new student orientation and promote connection.
- Co-facilitated FYS 101, leading discussions on inclusion, diversity, and community with over 20 students.

HONORS

Posse Foundation Full-Tuition Leadership Scholarship (2023-2028)
Syracuse Renee Crown Honors Program Scholar (2024-2028)
Our Time Has Come Scholar (2025-2028)
David Bing Endowed Scholarship Recipient (2025-2028)
Southern Association of Highway and Transportation Officials (SASHTO) Scholarship Recipient (2025)
Syracuse University Creative Arts Scholar (2024)
Hispanic Scholarship Fund Scholar (2024)
Sports, Media, and Entertainment Summit Scholar (2026)

ACTIVITIES

Resident Advisor, Flint Hall at Syracuse University (2025-present)
Member, Student Marketing Advisory Committee at Syracuse University (2024-present)
Assistant Head Illustrator, Baked: A Culinary Magazine (2025-present)
Graphic Designer, U-Girl Magazine (2025-present)
Graphic Designer, TNH Advertising Agency (2025-present)
Member, National Association of Hispanic Journalists (NAHJ) (2025-present)
Founder/President, Creativity & Me Art Accessibility Project (2023-2024)

SKILLS

Native Spanish Speaker • Illustration • Character Design • Graphic Design • Motion Graphics • Animation • 3D Modeling • Writing • Adobe Illustrator • Photoshop • InDesign • After Effects • Premiere Pro • Lightroom • Blender • Figma • Framer • PowerPoint • Excel • Word