

# Christian Hannig

Senior Designer with 3D Environmental Experience

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*Agile, brand-focused designer who can develop concepts from inception through production. I have a wide range of project experience, including practical build and structural knowledge, which informs my work for retail environments, pop-up shops, fixture design, window display, event activations, and digital campaigns.*

*I understand client expectations, business goals, and most importantly, how to work effectively within a team.*

## EXPERIENCE

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### **Cinco Design - Senior Designer/Freelance 03/2021 - Present**

Helping the Cinco team venture into the world of 2D and 3D retail design for their Under Armour client. I brought along my previous years of retail experience to help develop powerful storytelling campaign visuals, as well as conceptualizing and create visually dynamic structural vignettes and in-store moments.

### **Roundhouse - Senior Designer/Freelance 05/2017 - 02/21**

Collaborated directly with art directors in developing bold visuals for multiple Reebok Classic global brand campaigns, creative including print, retail, digital & social content.

### **SET Creative - Designer/Freelance 05/2016 - 03/2017**

Developed client focused retail experiences and key event activation displays for premium lifestyle brands including Nike, Adidas, ArcTeryx and The North Face. Projects span 3D window campaigns, Product fixture design, event graphics, digital campaign assets, concept decks, spatial plans and build elevations.

### **Columbia Sportswear Company - Designer/Freelance 1/2011 - 10/2014**

Developed global retail concepts for brand and retail design creative teams. Executed projects included: flagship window design, seasonal retail window displays, packaging design, key account sales materials, in-line store signage and internal presentation materials. Key initiatives included Omni-Freeze Zero, Omni-Shade, PFG, and Turbo Down product drops.

### **Grey Matter - Designer/Freelance 10/2006 - 11/2010**

Produced a wide range of retail-oriented projects, including product POP rollouts, instore displays, campaign web banner rollouts, e-mail blasts, and product magazines. Key projects included: National rollout of Nike baseball retail package, with POP signage, in-store fixture graphics, large format exterior signage and campaign e-mail blasts; Design concepts for Adobe's release of CS3 Creative Suite and finalization of chosen images to promote the CS3 Web Premium Package.

### **Icon Design - Lead Designer 06/2005 - 04/2006**

Collaborated with the Icon team to rebrand Jack in the Box. Aided development of potential design directions, then went on to refine chosen direction and create new graphic language including: logo design, window POP, employee shirts, exterior graphic treatments, drink cups, and overall graphic style. Developed marketing materials, website and advertisements.

## EDUCATION

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The Academy of Art College, San Francisco Three years commercial photography department / one year design department.

## SKILL SET

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- Proficient with: Adobe CC Suite, Lightroom, Capture One, Power Point, Keynote, HTML, CSS, Figma, Sketch, Sketchup and basic AutoCAD knowledge.
- Languages: Ich spreche Deutsch!