

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

Cinco Design - Senior Designer/Freelance 03/2021 - 04/2023

Assisting the Cinco team in their venture into the world of 2D and 3D retail design for their sportswear client. Leveraging my experience in the retail industry, and helping to create compelling storytelling campaign visuals, and also devising visually dynamic structural vignettes and in-store moments. My contribution encompasses both 2D branding design and 3D retail design.

Roundhouse - Senior Designer/Freelance 05/2017 - 02/2021

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: flag-ship 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 catalogues. 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

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

SKILL SET

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