

HANNAH NOWAK

A SELECTED WORKS BOOKLET

2025

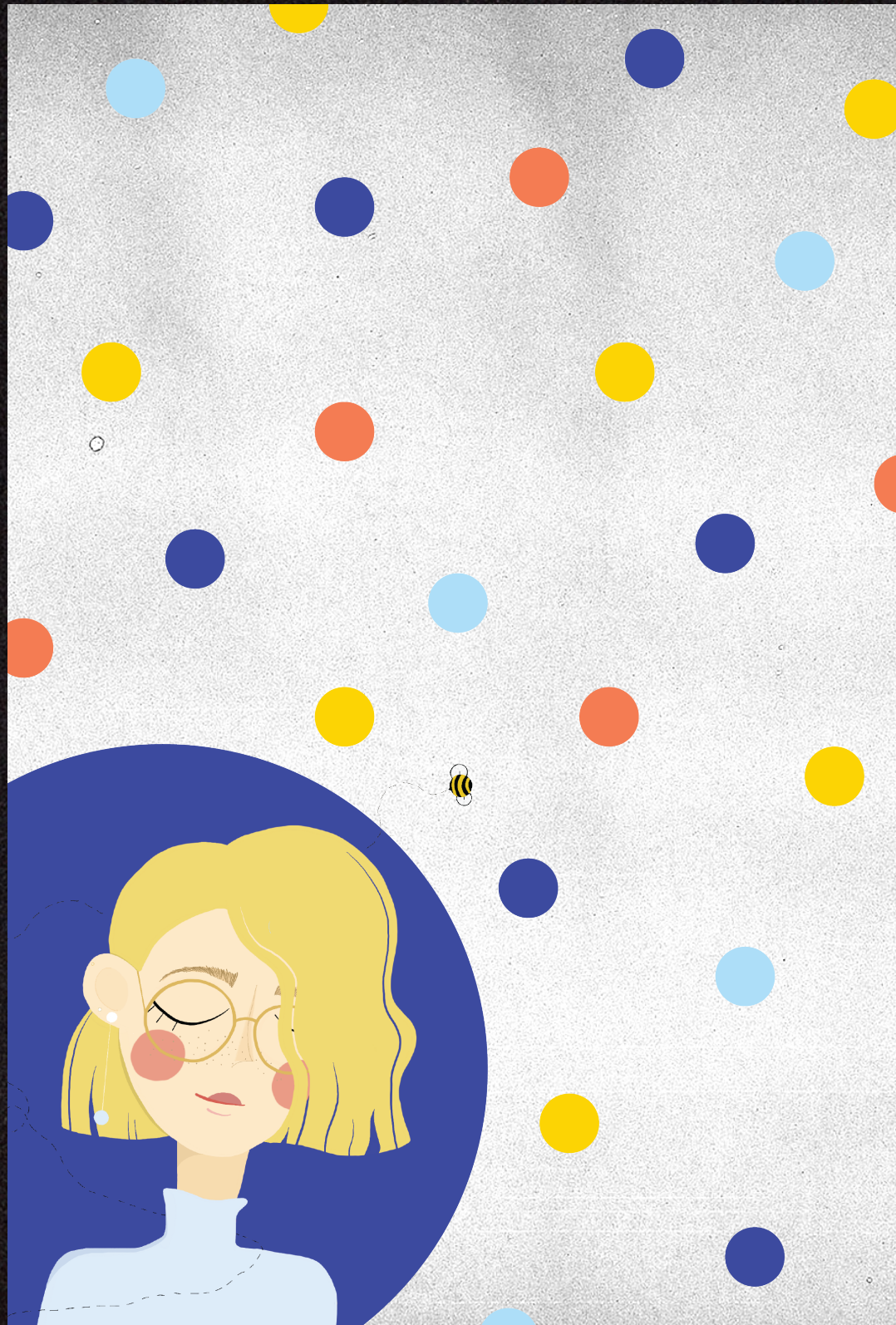
PORTFOLIO

design & more

HANNAH NOWAK

DESIGN | STRATEGY | WRITING | EDITING

2020 Graduate
USC's Iovine & Young Academy
B.S. Arts, Technology and the
Business of Innovation with a minor
in Themed Entertainment



HANNAH NOWAK

A SELECTED WORKS BOOKLET

2025



**HI THERE!
WELCOME.
THIS IS ME IN A BOOK.**

This document book includes a diverse body of work, including professional and personal projects from the past few years. The more recent content is still under wraps. I'm really excited to show you some of the stuff I can share!

From graphic design and presentation decks to rollercoaster design and 3D visualizations, each project holds an important place in this portfolio (and in my heart.)



OPEN ME UP



HANNAH
NOWAK

ORIGINS OF ME

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CONTENT

NICKELODEON: DEVELOPMENT

Decks & Design

Pages 01-02

Project 01

I collaborated with the events team to design and illustrate a cocktail book and a Halloween at Home box, both celebrating quarantine milestones. When I wasn't gathering recipes and designing themed items, I was creating visual designs, guides, and elements for the Animation Development Books team.

Graphic Designer & Strategist

AMBASS CO. BRAND DESIGN

Brand Deck & Identity

Pages 03-04

Project 02

The company, Ambass Co., hired me to create an entire brand guideline deck, as well as design their overall identity, logo, and voice. I worked closely with the client to develop the photography guidelines and color palette as well.

Graphic Designer & Brand Managing Consultant

TRANSFORMERS: EARTHSPARK

Graphic Design for TV

Pages 05-06

Project 03

As the Design Production Coordinator, I managed artists and tracked design assets, but also freelanced to create additional elements to enhance scenes. My work, often subtle but essential, included designing props like signage, posters, books, and pajamas to add texture and context to the scenes.

Graphic Designer for TV

EMOTIONAL ROLLERCOASTER

R&D / Ideation

Pages 07-08

Project 04

For my senior year capstone course, called Garage Experience (GX), I decided to create a rollercoaster based on changing brainwaves, and thus changing emotion. I drafted an experiment and used the intersection between physics, psychology, and neuroscience to design a ride. Sampled in this portfolio is the concepting, testing, and final design phases.

Creator, Designer, & Story Lead

TINDER YEAR IN SWIPE

Research & Copy

Pages 09-10

Project 05

Collaborating with Tinder's Year in Swipe™ team, I defined 2024's dating trends by analyzing data, designing a survey, and gathering insights from a curated braintrust. I crafted 75 buzzworthy terms, art directed visuals, and shaped the UX for an interactive vision board, helping singles reflect on their year and set bold intentions for 2025.

Lead Researcher, Copywriter, & Creative Consultant

NICKELODEON
Decks & Design

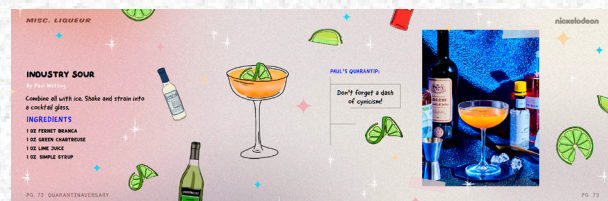
Project One

2020-2021	Team EVENTS	Design Case One QUARANTINE COCKTAIL BOOK	Design Case Two HALLOWEEN AT HOME	Role DESIGNER
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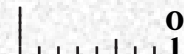
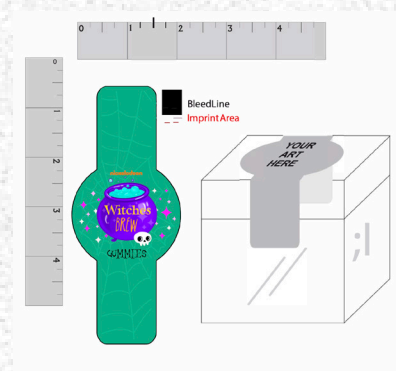
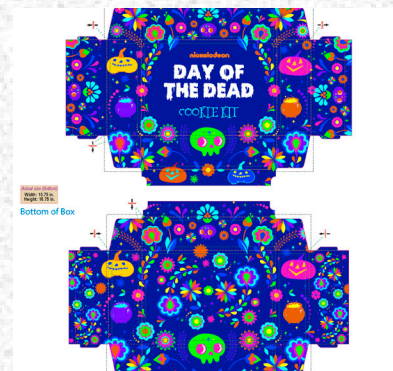
THE ASK

At the end of March 2021, I was tasked with helping the events team create a cocktail book celebrating one year of quarantine. After gathering and compiling recipes from executives, I illustrated and designed both a deck and a physical book that would hold the collection.



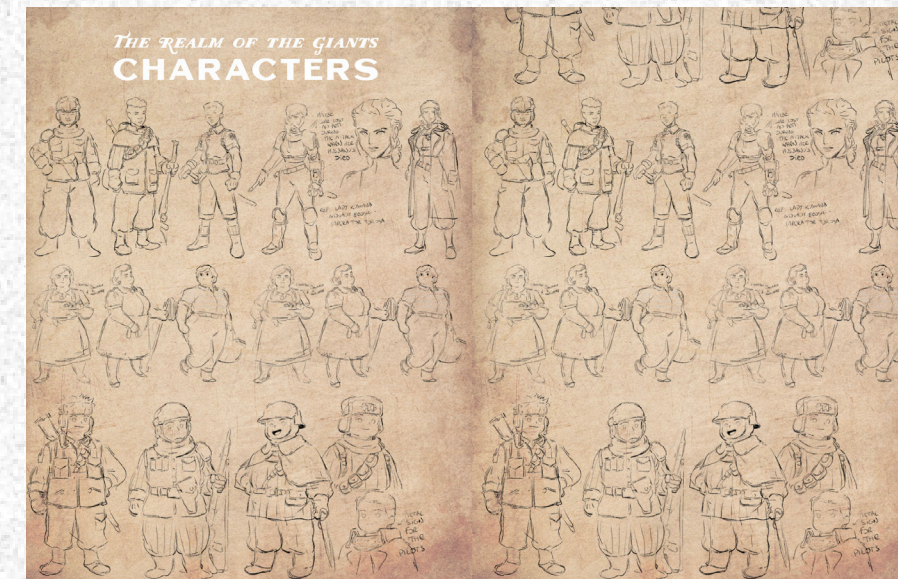
THE ASK

For the first Halloween in lockdown, the events team asked me to help create a box to celebrate "Halloween at Home." Working with the printing company, I designed the external package, cookie kit box, candy collection bag, game plate, and label for the gummies.

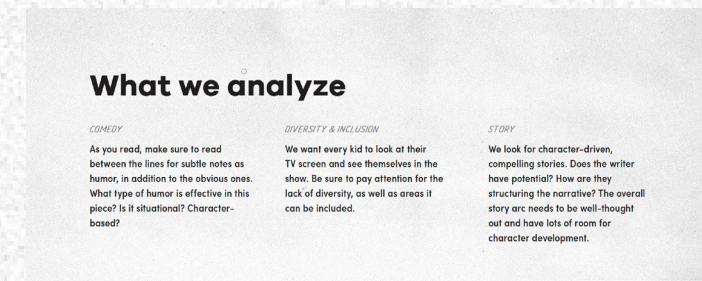


NICKELODEON
Decks & Design

Team ANIM. DEVELOPMENT	2019-2020
Design Cases BIBLES, GUIDES, & UX/UI MOCKUPS	
Subdivision BOOKS TEAM	Role DESIGN & STRATEGY

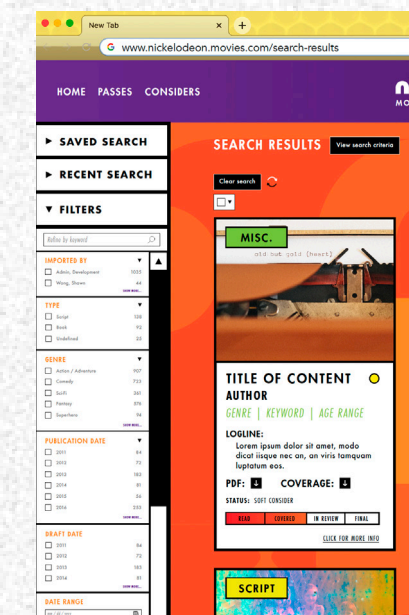
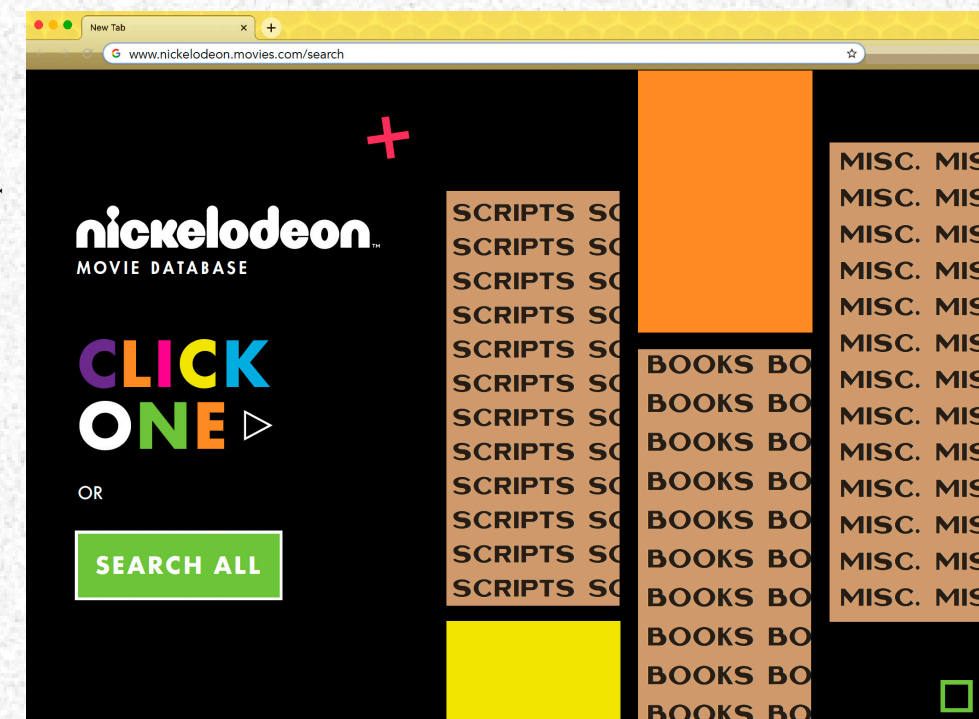


The Realm of the Giants show bible



Intern survival guide

Movie database UX/UI mockups



AMBASS CO.

Brand Deck & Identity

Project Two



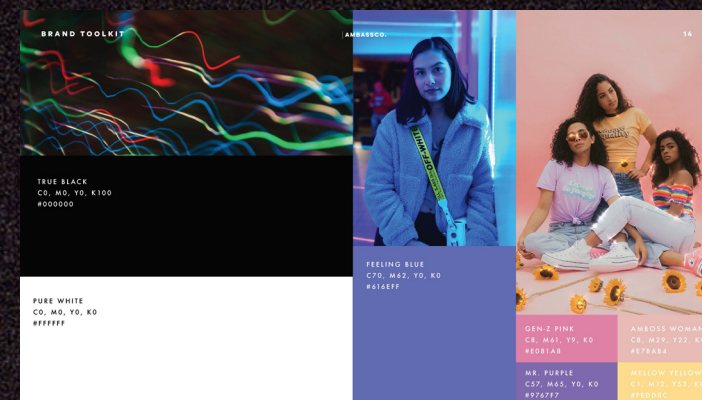
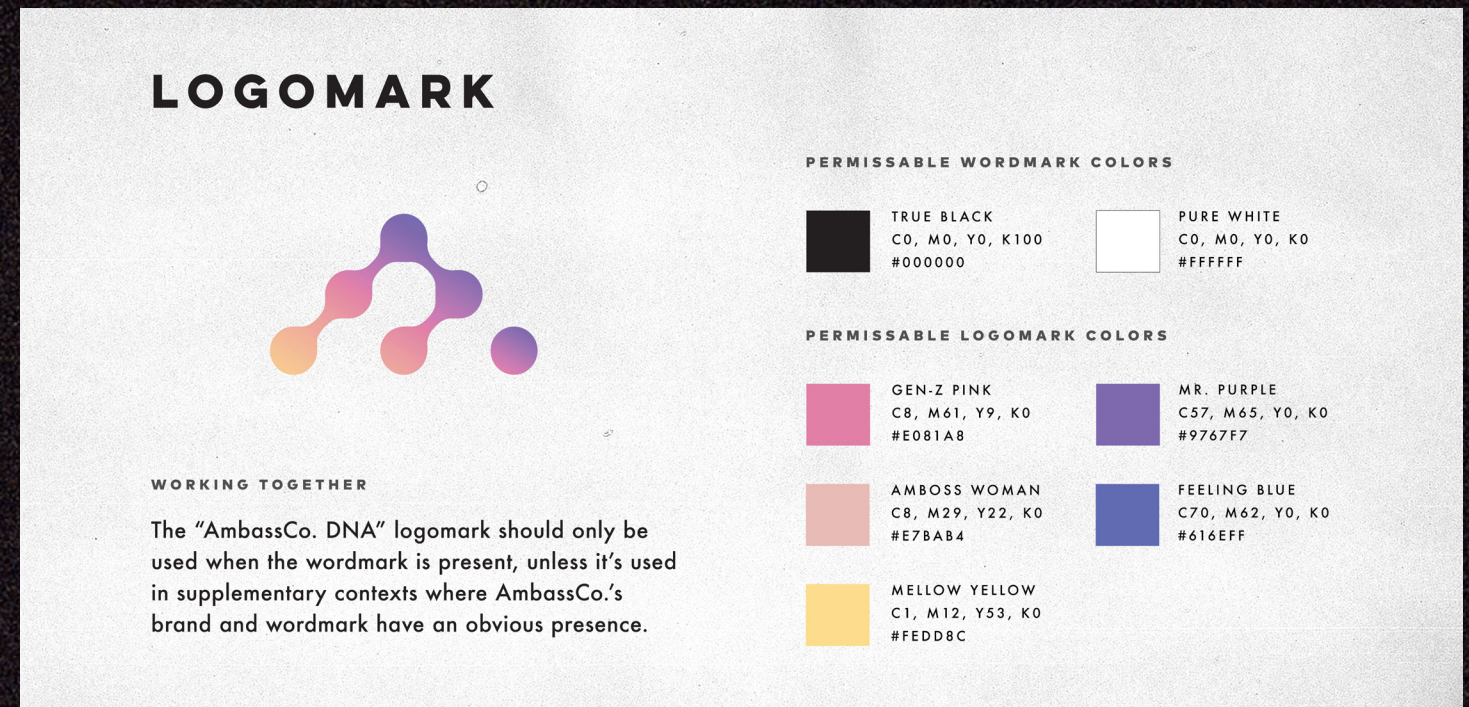
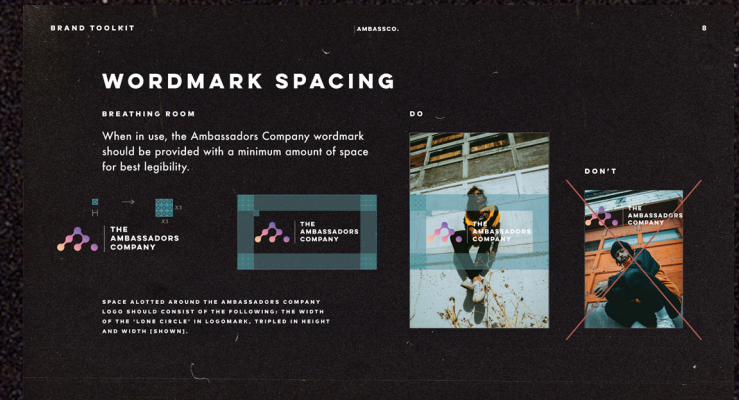
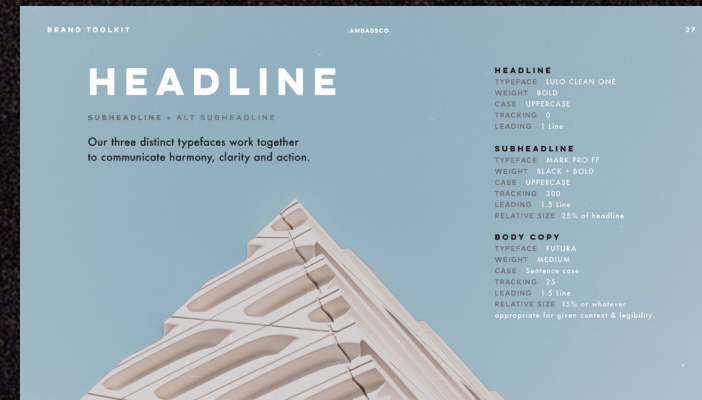
2019	Brand Re-Design		V.2
Client AMBASS CO.	Role DESIGNER	Add. Role BRANDING	
Main Deliverable BRAND GUIDELINES DECK			
Add. Assets LOGO & TYPE		Add. Assets TEMPLATES	

THE ASK

The Ambassadors Company is a company that's focused on getting real data from Gen-Z by connecting big organizations with Ambass Co.'s group of teen ambassadors. While Ambass Co. has their work down, their brand was lacking. I was brought in to identify the voice, mission, and visual identity of the brand and determine how that appears visually through logos, typography, photography, color palette, and other assets. While they already had a logo, they asked me to refresh the gradient to something more modern.

THE PROCESS

I worked closely with the CEO to determine how she felt about her brand, what she liked, and what inspires her. I brought in my background in marketing to pull the current trends of Gen-Z. I spent a lot of time balancing a look that appealed to a younger audience, yet still looked professional and comprehensive.



2020-2022	Show TRANSFORMERS: EARTHSPARK	Primary Role DESIGN PRODUCTION COORDINATOR	Add. Role DESIGNER
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THE PROJECT

When I wasn't serving as the Design Production Coordinator, managing artists and tracking all design assets, I was creating more. Most of my work will never be noticed by the common viewer (like the board games in the background on the left) but without it a scene could look sparse. I was responsible for some props that needed 2D graphic design. From signage and posters to books and pajamas, I helped embellish scenes, filling them with needed texture and context.

script coordinator
Lorin Williams

production coordinators	production assistants
Lauren Clinton	Ashley Alvarez
Hannah Nowak	Vince Dixon
Mia Taper	Kathleen Grotzinger
Thomas Thomas	Brandon Miske
Matthew Ward	Sunny Nasari
Carlina Williams	Erica Weiland

additional designs by

Dou Hong
Garrett Blasi
Hannah Nowak
Irineo Maramba
Joey Mason
Patrick Morgan
Scott Seeto



All images are from episodes in season one





origin story

My entire childhood was filled with fairytales and magic, and the Disney ideology of perfection was engrained in me since day one. I have always been fascinated by the way that Disney overcomes elements of "bad show"—essentially the guest will only see what they want you to see, so that the guest will not be disillusioned.

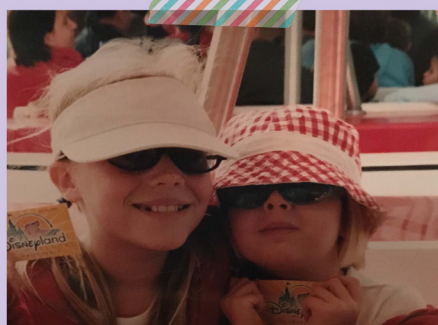
I began to wonder if the experience itself could go above and beyond, and be modified to better sustain the feeling of magic by ways of actually producing a feeling of happiness in the brain.



i'm doing whatever i want now

I really wanted part of the core identity of my GX to involve mental health. I have to be cognizant of my feelings constantly, and always be managing my mental illnesses.

The original idea was sparked during therapy when I realized my life is truly an emotional rollercoaster.



Project Four

EMOTIONAL ROLLERCOASTER

R&D / Ideation

2019	Emotional Rollercoaster	2020	Primary Role ART DIRECTOR	Add. Role TEAM LEAD	Add. Role STORY LEAD	
Garage Experience SENIOR THESIS PROJECT			Psychology Lead JANICE YI	Physics Advisor BRENT NOWAK		

MANIFESTO

The Emotional Rollercoaster was a project for my senior thesis class called Garage Experience. It was the essence of who I am and what I truly care about. Pulling from the studies of psychology, neuroscience, I set out to build something at the intersection of my passions in science, themed entertainment, and theme park design. Thus, the Emotional Rollercoaster was born. Backed by brainwaves, the rollercoaster hoped to alter emotion to create the literal happiest ride on earth.

For the first half of the course, I spent my time ideating and testing my tech. Using a portable EEG device, I dived into neuroscience to study exactly what happens with emotions. With my team, we developed an experiment to test emotion in real-time that was supposed to translate to the following semester design phase.

COVID PIVOT

From the experiment I was conducting, I planned to use the data to design the ride. Unfortunately, the COVID lockdown put a halt on in-person progress. I had to pivot from laser cutting the final mock wooden model to designing a mock theme park. I used what I could from my preliminary research to create a park based on color science. I researched atmospheres in experiences and overall theming to create a truly revolutionary experience.



MY CONTRIBUTION

My fascination with mental health and love for Disney Imagineering created white space for me to ideate an entirely original project that was meant to do good. I worked tirelessly with two ex-Imagineers, the USC Keck Medical Department, and the Grand Valley State University's applied Medical Device Unit to develop a themed experience that hoped to utilize mental health in a way that hadn't been done prior. Over the course of the class, I spent time researching each industry thoroughly to compare current solutions and products, as well as conducting my own research. Ultimately, both the ride and the experiment that was required to design it, would've been the first of their kind had COVID not forced a pivot.



As laid out in the procedure, we will be testing rides based on their levels of thrill, ambiance, and engagement.

During the design phase next semester, our ride will be idealized in accordance to Disney's current measurement of rides as they pertain to the ASTM F24 grouping of standards and regulations for themed attractions. They do not measure rides based on anything but safety and consumer feedback, so our experiment will be entirely groundbreaking, and hopefully eye-opening towards a future with more happy rides.



TINDER
Research & Copywriting

Project Five



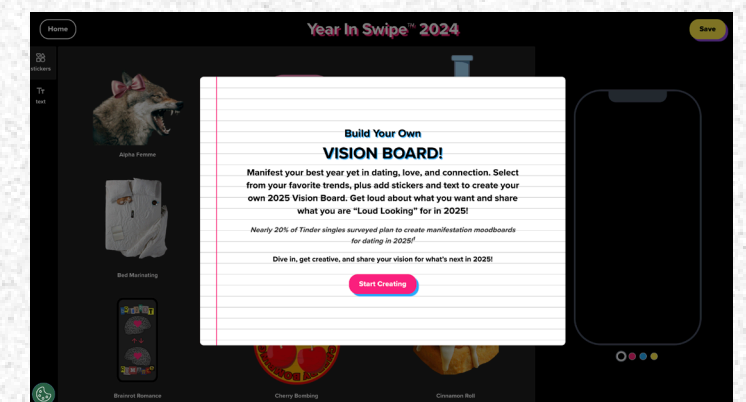
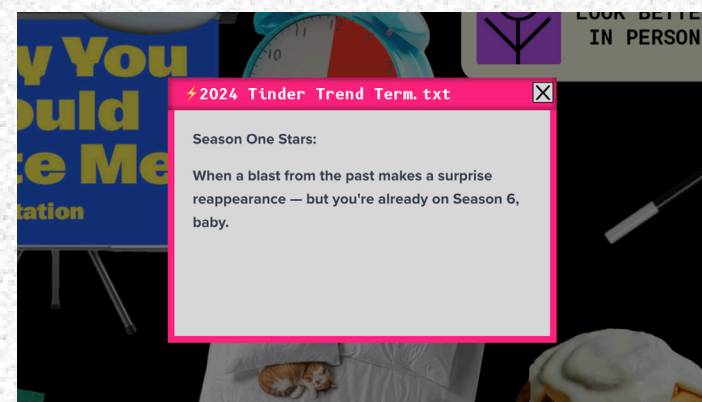
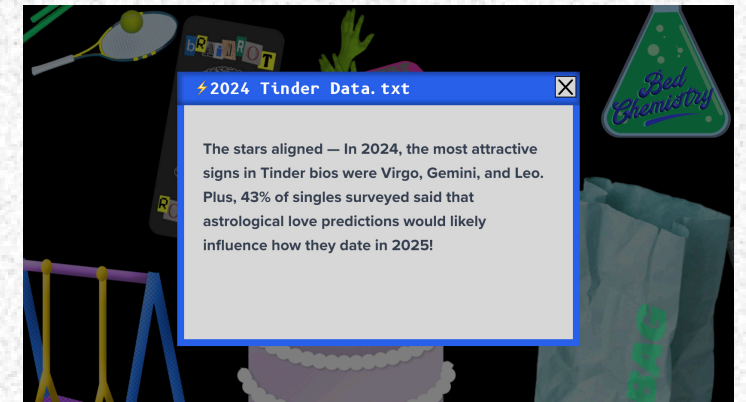
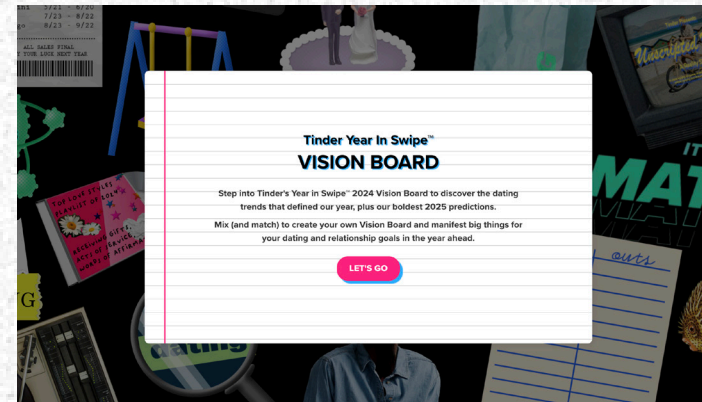
2024	YEAR IN SWIPE	Client TINDER
Primary Role COPYWRITER	Add. Role RESEARCH	Add. Role ART DIRECTION
Main Deliverable TERMS, DATA, AND DEFINITIONS		

THE ASK

Contracted through PRZM, I collaborated with Tinder to define 2024's most impactful dating trends and forecast how they could shape the dating scene in 2025. This involved analyzing Tinder's internal data, a custom survey of 4,000 actively dating individuals across four countries, and insights from my hand-selected braintrust of 25–32 year-olds. My findings needed to capture the cultural zeitgeist of modern dating while being engaging and press-ready for Tinder's Year in Swipe™ initiative.

THE PROCESS

I synthesized the diverse data sources into 75 trend terms, crafting catchy names and definitions that formed the press release, report, and vision board. Beyond content creation, I guided the design team with art direction for the stickers and collaborated on navigation and UX for the interactive vision board. The result was a dynamic and buzzworthy campaign that celebrated intentionality in dating and empowered users to reflect on their 2024 journey while envisioning their 2025 goals.



● ● ● ● ● MORE ABOUT ME

Stories are my jam.

I grew up in my father's library and I've been building my own ever since. While I might be a Swiss Army Knife creative, I'm currently moonlighting as a copywriter and researcher in tech. Defined as the perfect cocktail of grit and glitter, my work strives to capture the meaningful and memorable. I bring my passions for science, creativity, good design, and great books into everything I do. Each detail in my stories, designs, strategies, and illustrations has a purpose and is backed by research, historical context, and relevant data. I keep it professional, but make it fun. I like to do things a bit differently.

When I'm not curled up with my nose in a fantasy book, I can be found in the heart of NYC, writing in a park and watching dogs run free.

A FEW OF MY FAVORITE THINGS

Moment WHENEVER IT RAINS	Movie BIG FISH	Restaurant TUOME	Show NEW GIRL
Color ULTRAMARINE BLUE	Character HONEY LEMON	Book TREE OF CODES	



HANNAH NOWAK

STORY | STRATEGY | DESIGN | WRITING

CONTACT INFO

Email: hannie.nowak@gmail.com

Phone: (949)-441-8153

SKILLS

- Scrivener ●●●●
- Adobe Illustrator ●●●●
- Adobe Photoshop ●●●●
- Keynote ●●●●
- Microsoft Suite ●●●●
- Adobe InDesign ●●●●
- Adobe Lightroom ●●●●
- FileMaker Pro ●●●●
- Shotgun ●●●●
- MediaSilo ●●●●
- Miro ●●●●
- Airtable ●●●○
- OpenText ●●●○
- Adobe After Effects ●●●○
- 3D Print / Laser Cut ●●●○
- Figma ●●●○
- HTML 5 & CSS ●●○○
- Javascript & jQuery ●●○○
- PHP & SQL ●●○○
- Adobe Premiere Pro ●●○○
- Maya ●●○○

www.linkedin.com/in/hannah-nowak
www.hannahnowak.com

EXPERIENCE

Freelance

Graphic Design, Strategy, Writing and Editing

Mar '21 - Present

- **Sony:** Led the research and innovation teams in ideation and concept creation, oversaw UX design, provided supplemental research, and produced a 360 campaign.
- **Amazon:** As a creative consultant and researcher, I guided the C-Suite on organic content creation and campaign strategy.
- **Other notable clients:** adidas, NASA, Beats by Dr. Dre, Tinder, New York Life, and The Coffee Bean & Tea Leaf.

Google

Contracted Writer & Design Strategist

Jun '22 - Jun '24

- Read, evaluated, and edited proposals, presentations, and papers for an insight and innovation team that thinks 3-10 years out.
- Provided editorial feedback, formatted copy and creative, drafted strategic narratives, designed content for shareables, and supported knowledge sharing efforts about where to take the company next.

Nickelodeon Animation Studio

Animation Development Intern (Books Team)

Oct '19 - Nov '20

Executive Assistant

- Read, logged, and evaluated manuscripts and screenplays, providing coverage reports and identifying Middle Grade and YA stories for development.
- Fulfilled all executive assistant duties for two development executives, including calendar management, expense reports, and correspondence with authors, publishers, agents, screenwriters, and internal teams.

Asset Production Assistant

Nov '20 - Mar '21

- Tracked, transmitted, and logged all design assets from concept to production for Transformers: EarthSpark.

Design Production Coordinator

Mar '21 - Jun '22

- Managed a team of designers in asset production while liaising with the animation modeling studio.
- Led art direction, provided creative feedback on proofs, and offered freelance design support when needed.

Paramount Pictures

Consumer Product Development & Licensing Intern

Jun '19 - Aug '19

- Approved all consumer product concepts, designs, and product samples to ensure that they aligned with the entirety of the Paramount library.

EDUCATION

University of Southern California
Irvine and Young Academy

Graduated May 2020
GPA: 3.80

B.S. in Arts, Technology and the Business of Innovation
Themed Entertainment Minor & Renaissance Scholar
Dean's Scholarship and SCion Scholarship Recipient
Class of 2020 Commencement Student Speaker

- Trojan Marketing Group: Creative Director
- Alpha Phi: Director of Watchcare

Columbia University

SPS Summer of the Arts: Writing the Young Adult Novel

Summer 2023