



# HANA (HENGAMEH) FALLAH

Art Director | Marketing Designer

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## EDUCATION

**Master of Fine Arts  
Performance and Media Arts**  
**The City University of New York**  
Aug 2020 - May 2022

## CERTIFICATES

**Fundamentals of Graphic Design**  
California Institute of the Arts

## SKILLS

- Art Direction
- Cross-Functional Team Collaboration
- Content Creation & Management (Shopify, Amazon, TikTok Shop, Macy's, Nordstrom)
- Branding Strategy & Visual Storytelling
- Creative Campaign Development
- SEO Optimization for Web Content
- Adobe Photoshop, Illustrator, Canva, Midjourney (AI Design Tools)
- Project Management & Freelancer Coordination
- E-commerce Visual Merchandising
- Fluent in English & Persian

## ABOUT ME

Multidisciplinary Art Director with a strong background in branding, creative campaign development, content creation and visual strategy across e-commerce, beauty, entertainment, and lifestyle industries. Skilled in leading teams, managing freelancers, directing photoshoots, and creating compelling digital and print assets. Passionate about merging artistic vision with marketing strategy to drive brand growth and audience engagement.

## WORK EXPERIENCE

Creative Marketing Coordinator Aug 2024 - Present  
**MAKARI De SUISSE - New York, NY**

- Lead art direction for digital, e-commerce, and print campaigns; ensure cohesive visual identity across all platforms.
- Directed TikTok live campaigns, increasing followers from ~5K to ~9K and boosting online sales.
- Managed Amazon, Macy's, and Nordstrom marketing assets; supervised social media and influencer teams.
- Oversaw and directed photoshoots, model selection, and creative production.
- Optimized Shopify website content for SEO; enhanced product visibility and reduced unnecessary marketing expenses.

E-Commerce Digital Designer (Freelance) Mar 2024 - May 2024  
**Tzumi Electronics - New York, NY**

- Designed and optimized branded digital assets for major e-commerce platforms.
- Maintained design consistency and enhanced product presentation across multiple sales channels.

Marketing Graphic Designer Apr 2022 - Sep 2023  
**Appliances Connection - New York, NY**

- Developed branded marketing materials, managed product photography, and supported e-commerce campaigns.
- Coordinated cross-team projects, collaborating with marketing and product teams to launch seasonal promotions.

Freelance Creative Director & Designer May 2020 - Apr 2022  
**Self-Employed - New York, NY**

- Provided creative direction, branding consultation, and design services to small businesses and events.
- Created visual strategies, promotional assets, and brand storytelling across digital and print platforms.