

NANCY HANNINEN

art and motion

HELLO

Multidisciplinary art director and motion designer with 26+ years in advertising and design. Expert in video, animation, and UI/UX design. Proven leader in studio development and cross-functional collaboration.

CONTACT

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EXPERTISE

Adobe InDesign	
Adobe Photoshop	
Adobe Illustrator	
UI/UX prototyping-Figma	
Premiere Pro	
After Effects	
HTML5 advertising/motion graphics	
Videography/Photography	

EDUCATION

2019 & 2024
Cinematography | George Brown

2018
Advanced After Effects | FMC

2017
Introduction to Adobe After Effects | OCAD

1997 – 1999
Creative Advertising | Algonquin College

PORTFOLIO HIGHLIGHTS

RBC Global Asset Management's Global Investment Outlook

This is a flagship quarterly video series featuring our top investment leaders discussing the current investment outlook based on market movement and the geopolitical environment. I direct, film, animate, edit and publish all the videos every quarter as well as creating the social clips for Youtube and LinkedIn.

The UNESCO Global Media and Information Literacy and Assessment Framework

While working in Europe, I was approached by UNESCO to design, illustrate and layout the book. Based on their unique branding guidelines, I created a style for the book, the graphics and all of the worksheets included in the framework. I layed the book out and set it up for print. The book was then presented to all member states of the UN and got compliments on the design from the Japanese ambassador.

EXPERIENCE

2020 – Present

RBC Global Asset Management Senior Manager, Motion Graphics

- Lead creative on hundreds video projects annually for financial advisors and investors across Canada and globally
- Considering user data to create a smoother user experience on the corporate site and creating prototypes
- Filming and directing thought leadership and investment education videos
- Producing live action and animated videos
- Mentoring members of the team on best practices for creating video content
- Working with Open Reel for remote shooting
- Managing vendor relationships

2014 – 2019

RBC Global Asset Management Senior Graphic Designer

- Concepting and creating video content for advisor and public consumption
- Concept UX of site in UXPin, inVision and Figma
- Create illustrations and icons that are in line with brand
- Design various print and online marketing materials
- Design and animate HTML5 advertising

2011 – 2014

Freelance Entrepreneur Europe Designer/Illustrator/Art Director

- Illustration, UI/UX design, art direction, print production, graphic design.

2010 – 2011

Endeavour Marketing Senior Production Artist/Designer

- Design and build print and online advertising. Heavy photoshop retouching.

2006 - 2009

Taxi Canada Mac Artist

- Produce print materials, minor design work, photoshop retouching. Help building brand guidelines. Go to print expert.

2003 – 2006

The Brainstorm Group Graphic designer/Production Artist

- Produce print materials, minor design work, photoshop retouching. Building and trafficking ad campaigns

1999 – 2002

National Research Council Canada Prepress technician/Production artist

- Typesetting and layout of scientific journals and publications
- Prepress technician (stripping film, burning plates, making chromes and blue prints, hi-res scanning, mana