# NANCY HANNINEN

#### art and motion

#### **HELLO**

#### **EXPERIENCE**

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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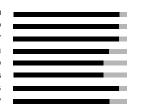
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#### A

# 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

1997 – 1999

Creative Advertising | Algonquin College

Introduction to Adobe After Effects | OCAD

#### 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.

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 protypes
- 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