Christian Hannig

Senior Designer with 3D Environmental Experience

PO Box 159
Stevenson WA, 98648
tel. 407 341 4960
christian@axiom-of.com
www.axiom-of.com

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

Senior Designer/Freelance 04/2023 - Present
Freelancing for design agencies in the Portland area, including Cinco Design, Axiom Custom Products, Hi-Low Design, and Dogcatcher Creative, across global brand design, 3D retail, and experiential projects. Work includes a holiday window campaign for adidas, 3D in-store displays for The North Face Altamesa 500 launch, retail design for Nike Rise & Well Collective locations in Asia, Nike's Chicago Marathon Expo, and KEEN's TRE trade show booth.

Cinco Design - Senior Designer/Freelance 03/2021 - 04/2023
Helped the Cinco retail team expand into 2D and 3D retail design for a global sportswear client. Leveraged my retail experience to develop campaign storytelling and brand visuals, along with dynamic structural vignettes and in-store moments. Work spanned both 2D brand design and 3D retail environments.

Roundhouse - Senior Designer/Freelance 05/2017 - 02/2021
Collaborated directly with art directors to develop bold visuals for multiple Reebok Classic global brand campaigns featuring Gigi Hadid, Rae Sremmurd, Future, and Cardi B, with creative spanning print, retail, digital, and social.

SET Creative - Designer/Freelance 05/2016 - 03/2017
Developed retail experiences and key event activations for premium lifestyle brands including Nike, adidas, Arc'teryx, and The North Face. Projects spanned 3D window campaigns, product fixture design, event graphics, digital campaign assets, concept decks, spatial plans, and build elevations.

Columbia Sportswear Company - Designer/Freelance 01/2011 - 10/2014
Developed global retail concepts for brand and retail design teams. Projects included flagship and seasonal window displays, packaging design, key account sales materials, in-store signage, and internal presentation materials. Key initiatives included Omni-Freeze Zero, Omni-Shade, PFG, and TurboDown product launches.

Grey Matter - Designer/Freelance 10/2006 - 11/2010
Produced a wide range of retail and brand projects. Key projects included the national Nike Baseball retail rollout, spanning POP signage, in-store fixture graphics, large-format exterior signage, digital campaign assets, email campaigns, and product magalogues. Additional work included design concepts for Adobe's CS3 Creative Suite launch and final campaign imagery for the CS3 Web Premium package.

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!