

HANNAH NOWAK

A SELECTED WORKS BOOKLET

2
0
2
4

PORTFOLIO

design & more

HANNAH NOWAK

STORY | CREATIVE | DESIGN | COPYWRITING

Currently at Google

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

2
0
2
4



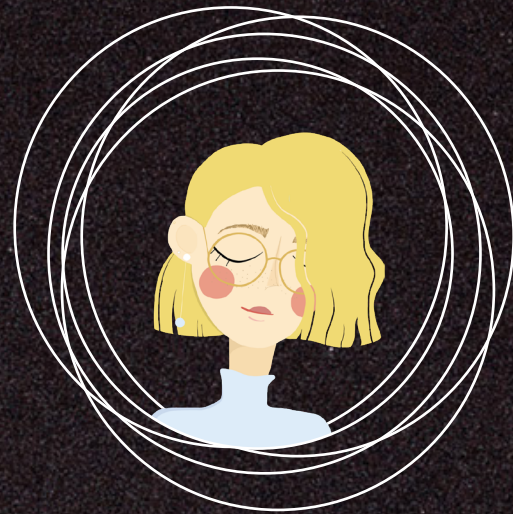
**HI THERE!
WELCOME.
THIS IS ME IN A BOOK.**

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

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



OPEN ME UP



HANNAH
NOWAK

ORIGINS OF ME

2
0
2
4



CONTENT

EMOTIONAL ROLLERCOASTER

R&D / Ideation

0102

01

For my senior year capstone course, called Garage Experience (GX), I have 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 conceptualizing and testing phases prior to final design.

Creator, Designer, & Story Lead

AMBASS CO. BRAND DESIGN

Brand Deck & Identity

0304

02

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

Freelance Designer & Brand Managing Consultant

AMER. CANCER SOCIETY SPOT

Creative Strategy

0506

03

As the Creative Director and Lead Creative Strategist for Trojan Marketing Group, a student-run agency on campus, I was responsible for leading brainstorming, story ideation, and research for our client, the American Cancer Society. We were tasked with creating a spot to encourage volunteers to join.

Creative Strategist

DISNEY IMAGINATIONS

Story & Design

0708

04

As part of a team of three, we had to create an installation in Los Angeles that was inspired by the past, present, and future. As the project lead, I was responsible for research, the core story, deck design, and overall identity.

Team Lead, Concept Artist, Story Lead, and Strategist

MISC. PROJECTS AND RESUME

Personal

0910

05

Over the course of this year, I've worked on various projects ranging in all different disciplines of design from graphic and photography to product design. I wanted to showcase a few assignments and personal projects I've been super engaged with.

Designer!

Spend time with dogs.
- Rachel Gannon

PLAY

create space for yourself

origin story

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.

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

Project One

EMOTIONAL ROLLERCOASTER
R&D / Ideation

2019	Emotional Rollercoaster	2020	Hannah Nowak ART DIRECTOR	& TEAM LEAD	& STORY LEAD	
Garage Experience SENIOR THESIS PROJECT			Janice Yi PSYCHOLOGY LEAD	Brent Nowak PHYSICS ADVISOR		

MANIFESTO

The Emotional Rollercoaster is a project for my senior thesis class called Garage Experience. It's 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, as well as themed entertainment and theme park design. Thus, the Emotional Rollercoaster was born. Backed by brainwaves, the rollercoaster hopes to alter emotion to create the literal happiest ride on earth.

MY CONTRIBUTION

My fascination with mental health and love for Disney Imagineering has created white space for me to ideate an entirely original project that's 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 hopes to utilize mental health in a way that hasn't been done prior. Over the course of this past fall semester, I've spent time researching each industry thoroughly to compare current solutions and products, as well as their own research. Ultimately, both the ride and the experiment that is required to design it, will be the first of their kind. I'm so excited to continue this project through next semester, and possibly further, to see the incredible changes that reverberate through the lives of many.

- IDENTIFYING NEEDS & CONSTRAINTS
- BLUE SKY
- CONCEPT DEVELOPMENT
- EXPERIMENT DESIGN
- EXPERIMENTING & DATA ANALYSIS
- RIDE DESIGN & WAYFINDING
- CONSTRUCTION, MODEL, & PLAYTEST
- FINAL DESIGN
- FINAL EVALUATIONS & ANALYSIS

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

NEXT SEMESTER

Based on the results of the experiment currently being conducted, I plan to use the data to design the ride. Each drop, inversion, or acceleration will be backed by science meant to improve mental health. While I created a mock wooden model with a laser cutter, the final design or form is not yet known. I plan to use color science, research on atmospheres in experiences, and overall theming to create a truly revolutionary experience.

the best project you'll ever work on is yourself.*

*so, here's that project. it's at the core of everything I do, and keeps me always busy improving myself.



the real breakdown

the mission

is to

provide little moments of joy, aimed at making people feel good, through altruistic and scientifically proven ways of maximizing happiness through fun.*

*The goal is not to cure mental illness and mental health related diseases, but instead our plan is to help people cope with whatever they're going through right now.

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.

opportunity one!

emotion* park

*made to move you

If our experiment that is laid out at the end of this document provides us with positive data points, our current plan is to develop a theme park that has specific rides that correlate with certain brainwaves, and thus, emotion.

Next semester, I will be creating the design and wayfinding experience so that guests can best optimize their emotional responses.

AMBASS CO. BRAND DESIGN

Brand Deck & Identity

Project Two



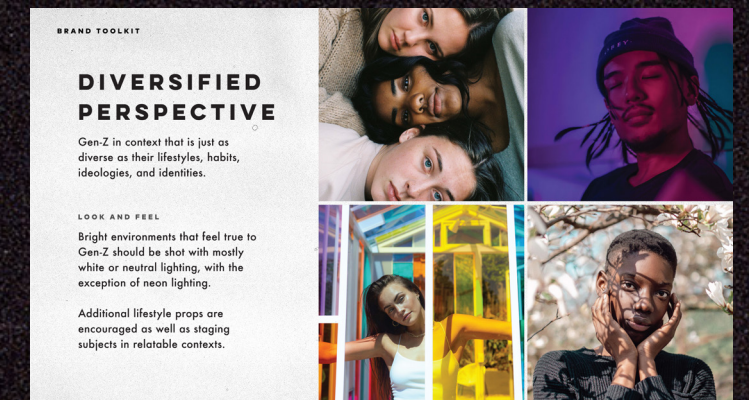
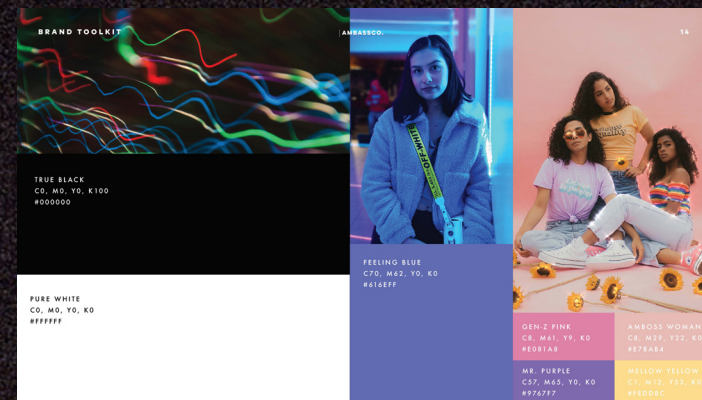
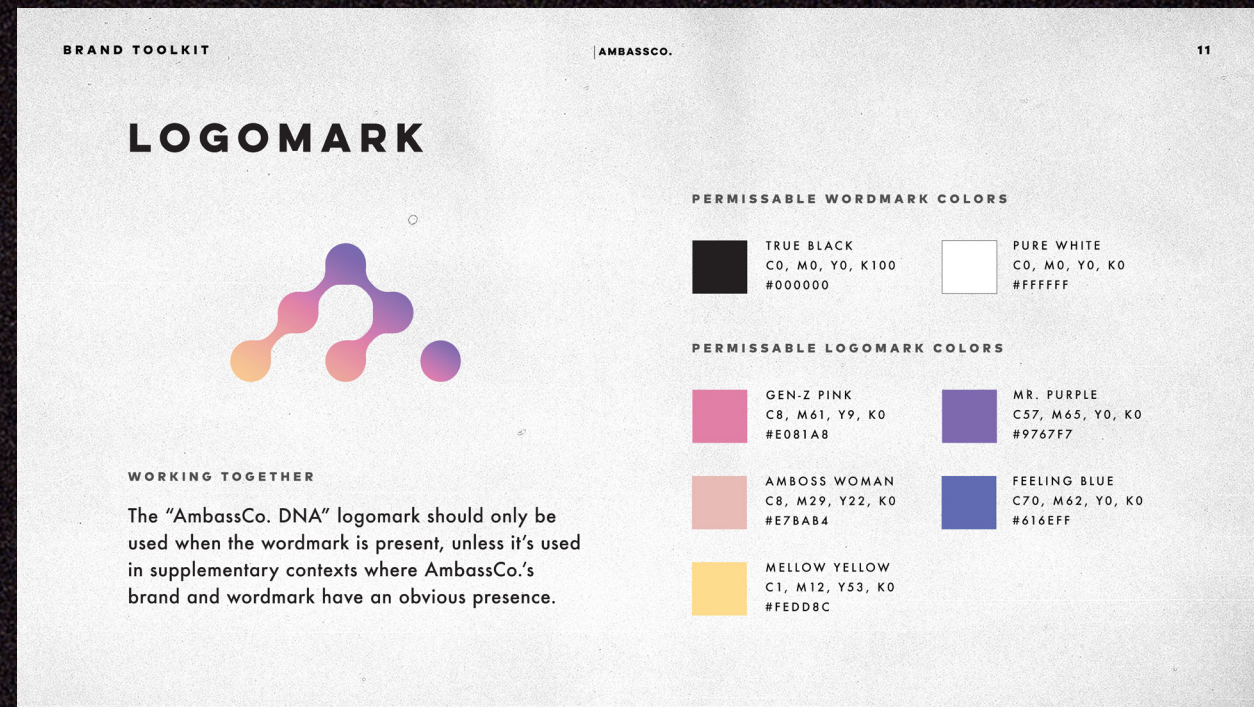
2019	Brand Re-Design	V.2
Client AMBASS CO.	Role DESIGNER	Add. Role BRANDING
Main Deliverable BRAND GUIDELINES DECK		
Add. Assets LOGO & TYPE	Add. Assets TEMPLATES	

THE ASK

The Ambassadors Company, 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

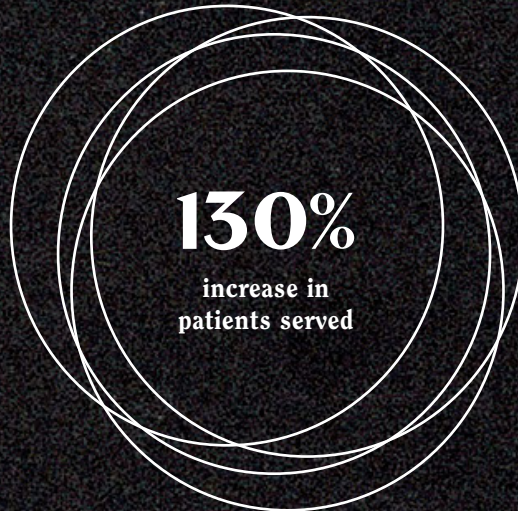
I worked closely with the CEO to determine how she felt about her brand, what she liked, and what inspires her. I brought in my background in marketing to pull the current trends of Gen-Z. I spent a lot of time balancing a look that appealed to a younger audience, yet still looked professional and comprehensive.



AMERICAN CANCER SOCIETY (ACS) VIDEO SPOT

Creative Strategy

2018	Marketing Video Spot	11k Views
Client ACS	Program ROAD TO RECOVERY	
Main Deliverable 30 SEC. / 60 SEC. VIDEO SPOT		
Team TMG	Role CREATIVE STRATEGY	



KPIs

Serving as both the creative strategist, it was important for me to ensure that our video made it out on the right channels with the right metrics. I implemented seven key metrics to discern the success. I measured reach through view count, play rate, average engagement, shares, click-through rate (CTR), conversion rate, and feedback. Ultimately with a 67% engagement rate and a 72% CTR, our video proved to be wildly prosperous. While these were important data points to get our video approved by both the national and global headquarters, my team was most proud of the actual impact our video made. Rides for cancer patients increased by 73% and patients served increased by 130% as a result of the video alone. We not only got to create something really beautiful, but we got to save some lives too.



Project Three

03 Team

NICK
VIDEO DIRECTOR

EMILY
ACCOUNT DIRECTOR

JENNY
DESIGNER

HANNAH
CREATIVE STRATEGIST

TMG
x
AMERICAN
CANCER
SOCIETY
ROAD TO RECOVERY

THE PROCESS

Our team worked closely with cancer patients and survivors that used the Road to Recovery program to get rides to treatments, as well as volunteer drivers. We wanted to make the most authentic campaign we could, without discouraging viewers from signing up. As the creative strategist, I was responsible for the strategy, vision, and idea behind the campaign. The biggest insight I found was that the number one reason our target demographic wasn't volunteering was because they didn't feel that they weren't "good enough." Pulling a lot of inspiration from *Ratatouille's* "everyone can cook," I wanted to lower the barrier to entry to volunteering by showing that making a difference can be something anyone can do, and can be as easy as an errand.

TRIBE

CARING, INVOLVED, DYNAMOS

are not only willing, but *excited* to commit their time to driving. They are both *caring & aware*. They are also intrinsically *trained* to take care of others.

WHO WE ARE

AMERICAN CANCER SOCIETY

is a nationwide voluntary health organization dedicated to eliminating cancer. American Cancer Society gives grants to researchers, provides information about cancer, runs public health campaigns, organizes projects, such as relay for life, and offers services such as the **Road to Recovery** program.



RESULTS

THE VIDEO

STATS FROM THE LA CENTRAL COAST REGION FOR 2018:

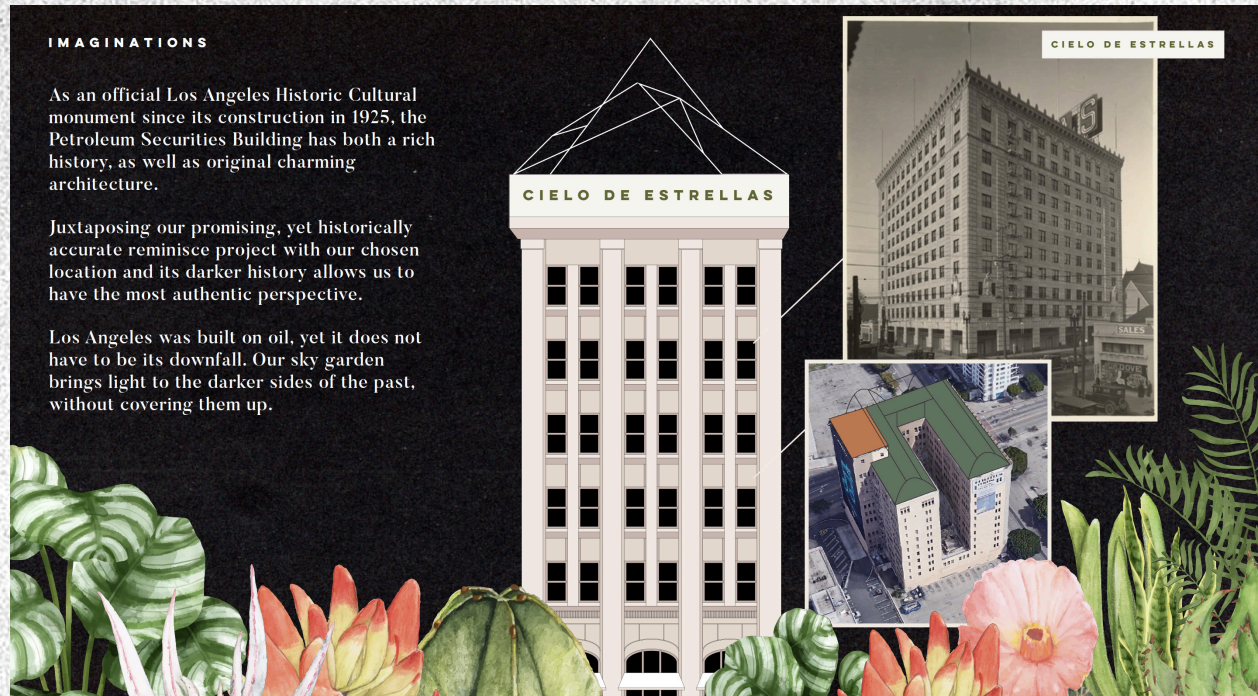
- Rides provided increased by **73%**.
- Patients served increased by **130%**.
- 11,157 views** on the California facebook page.

SINCE THEN, THE SPOT HAS MOVED TO THE NATIONAL OFFICE, GLOBAL HQ, AND IS BEING USED ACROSS THE PACIFIC NORTHWEST.





*This project is the sole property of Walt Disney Imagineering and all rights to use these ideas are exclusive to Walt Disney Imagineering



IMAGINATIONS

As an official Los Angeles Historic Cultural monument since its construction in 1925, the Petroleum Securities Building has both a rich history, as well as original charming architecture.

Juxtaposing our promising, yet historically accurate reminisce project with our chosen location and its darker history allows us to have the most authentic perspective.

Los Angeles was built on oil, yet it does not have to be its downfall. Our sky garden brings light to the darker sides of the past, without covering them up.



IMAGINATIONS

FUTURE

Space-distorting mirrored walls shine on a sea of starch-based polymer clear balls are colored globe lights, and see-through eco-friendly TPU orbs that can be crawled into. At the back of the room is a small theater— which shows a fun animation explaining the science behind climate change. Adjacent to the theater is an orange slide, allowing the young ones to feeling like they're entering the future.

Similarly to the ideology behind the horticulture at Tomorrowland, all plants will be edible and hydroponic based, emulating our vision of what a sustainable future will look like. The hope of this room is to educate those about environmental choices that can help protect our Los Angeles.

Project Four

DISNEY IMAGINATIONS Strategy & Design

2019	CIELO DE ESTRELLAS	Walt Disney Imagineering 2019 IMAGINATIONS COMPETITION	Place SEMIFINALIST	Role STORY
------	--------------------	--	--------------------	------------



THE COMPETITION

Imaginations is a design competition created and sponsored by Walt Disney Imagineering with the purpose of seeking out and nurturing the next generation of diverse Imagineers. This year's prompt was to create an iconic installation in our team's city that serves as an inspiration, honors the past, and is a vision of the future. In telling the very unique story of our chosen spot, we had to respect and integrate local traditions and geography. Our icon also had to be a place to gather and celebrate, as well as reflect and educate the community.

OUR STORY

This project was conceived by a team I brought together with my fellow peers at the University of Southern California's Iovine and Young Academy. Since we've been living, working, exploring, and learning in the heart of Los Angeles, we really wanted to create a space we could enjoy. Since I was responsible for the story and overall idea of our installation, I dove deep into the history of both California and Los Angeles. My other two teammates and I scouted a location that was on the National Registry of Historic Places. Wanting to bring something with a rich story into the modern world, I came up with the idea of creating a space that does something more for LA. Our city's known for our traffic, smog, non-walkability, and scenery. There's also a darker history to how LA was founded, so I wanted to honor that as well. Thus, a sky garden that's divided into the past, present, and future and is meant for the community to explore, enjoy, and be educated by, was birthed. Each area included a horticulture design that was native to its time, and filled the space with honest and authentic experiences.

- IDENTIFYING NEEDS & CONSTRAINTS
- RESEARCH
- BLUE SKY
- CONCEPT DEVELOPMENT
- STORY DEVELOPMENT
- INSTALLATION DESIGN
- DRAFTING & REFINING
- FINALIZED DESIGN
- FINAL DECK DESIGN

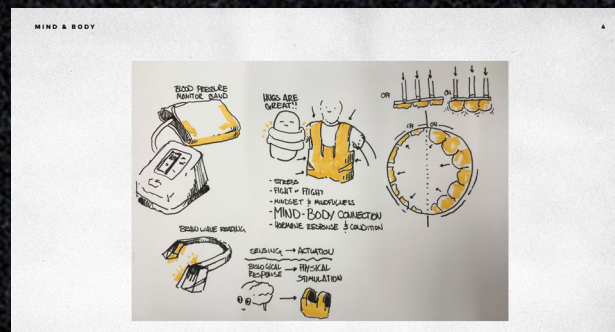
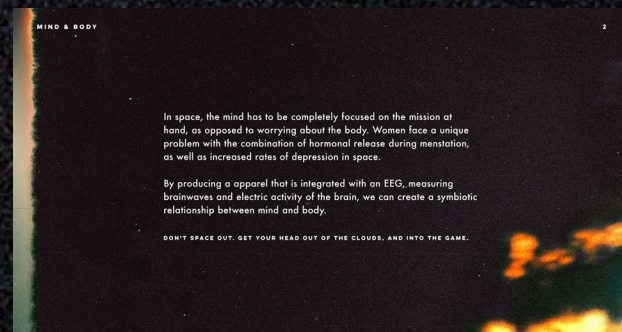
ADIDAS CREATORS LAB IDEA & DESIGN SPRINT

Ideation & Brainstorming

THE PROJECT

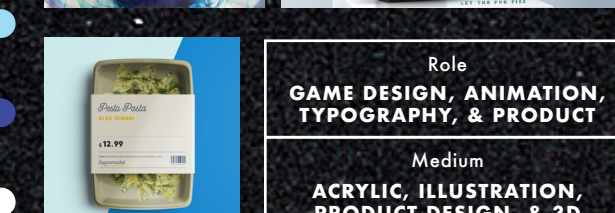
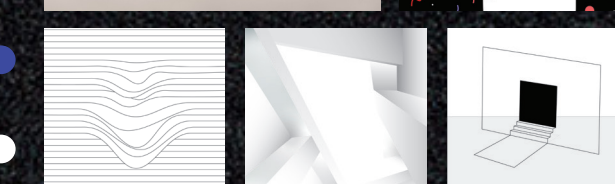
adidas partnered with my program at USC to come up with new concepts for women in space, as well as on Earth. Currently, women are not traveling to space because there is no way to manage feminine product waste from menstruation. Using my background in physics and mental health, I teamed up with four other creatives to create a space suit designed to alleviate mental health issues related to space flight and periods.

Client ADIDAS	2019	Role CONCEPTOR
Deliverable A SPACE SUIT DESIGNED FOR WOMEN		

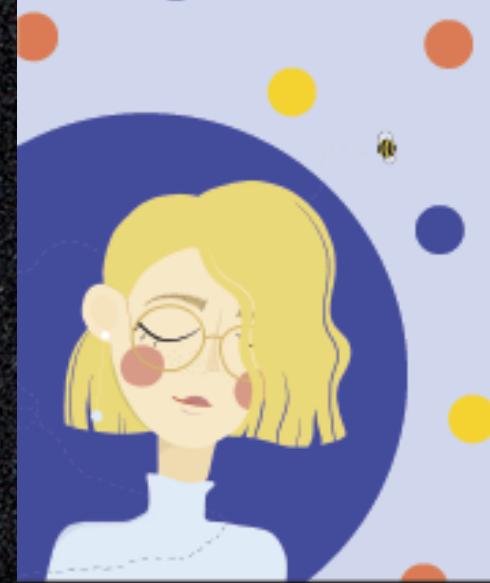


Misc. Projects

Role BRANDING, ART DIRECTION, PHOTOGRAPHY, & EDITING	
Position INTERN	Client CLOUD KITCHENS



Role GAME DESIGN, ANIMATION, TYPOGRAPHY, & PRODUCT
Medium ACRYLIC, ILLUSTRATION, PRODUCT DESIGN, & 3D



HANNAH NOWAK
STORY | CREATIVE | DESIGN | COPYWRITING

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

EDUCATION

University of Southern California Aug '16 - May '20
Irvine and Young Academy 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

EXPERIENCE

Google June '22 - Present
Contracted UX Writer & Design Strategist

- Contracted through BCS Resources, I work on an innovation team who thinks 3-10 years out across all Google products. I drive strategic narratives, amplify communications, and support knowledge sharing efforts about where to take the company next.

Nickelodeon Animation Studios Mar '21 - June '22
Design Production Coordinator

- Handled all design assets for Transformers: EarthSpark, while coordinating with the animation modeling studio.

Asset Production Assistant Nov '20 - Mar '21

- Worked among the production department to provide day-to-day administrative and project support.

Animation Development Intern (Books Team) Oct '19 - Nov '20

- Identified what stories have the potential to be developed into an animated or live-action series, feature film, or short.
- Coordinated and fulfilled all executive assistant duties for two top development executives.

Paramount Pictures June '19 - Aug '19

Consumer Product Development & Licensing Intern

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

Cloud Kitchens Sept '18 - June '19

Design & Strategy Intern

- Strategized and designed the brand, logo, content, and identity, as well as art directed, styled, and edited photoshoots of hundreds of super-stores from over 200 established restaurants globally.

FREELANCE

Graphic Design & Illustration	Strategy & Copy
<i>Notable Clients:</i>	<i>Notable Clients:</i>
Nickelodeon Animation	Sony
adidas	adidas x NASA
New York Life	Beats by Dr. Dre
Story Pirates	Leonardo DiCaprio Foundation
Mira Reality	The Coffee Bean & Tea Leaf
Cloud Kitchens	Thinkwell Group
The Ambassadors Company	Generator Hostels

● ● ● ● ● MORE ABOUT ME

I am visual storyteller, intrepid imagineer, audacious innovator, design nomad, and make-believer living in a fairytale that I made into my reality. From writing children's books and making board games, to designing style guides and logos, I use a variety of mediums to create enchanting stories and visuals.

Everything included in each of my stories, designs, strategies, and illustrations, has a history and a purpose. From the color palette to the medium or channel, each detail is backed by research, history, or data. I bring my passions for science, creativity, good design, consumer behavior, history, and fun into each piece to create an air-tight, self-sustaining microcosm. The majority of my work is highly inspired by the Disney way of going above and beyond to create the best work that encourages imagination and fun.

I'm passionate about the meaningful and memorable snippets of life, and aspire to create more of these things to inspire others.



THANKS

A FEW OF MY FAVORITE THINGS

Restaurant YAMASHIRO LOS ANGELES	Color YELLOW	Book TREE OF CODES	Season AUTUMN
Movie BIG FISH / GRAND BUDAPEST HOTEL	Character HONEY LEMON	Show NEW GIRL	