

CHRISTIAN HANSMANN

Graphic Designer

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PROFESSIONAL SUMMARY

Graphic Designer who owns full box packaging design for a subscription brand serving **2M+ members** — from concept-ready briefs to shipped seasonal, Advent, and collaboration releases — plus the CRM, motion, and digital campaigns that keep the same brand consistent everywhere else. **8+ years** turning fast-moving, high-volume workloads into on-brand creative across web, mobile, and physical touchpoints.

PROFESSIONAL EXPERIENCE

FabFitFun — Associate Graphic Designer

Oct 2023 - Present

Los Angeles, CA

- Own packaging design for FabFitFun's entire box portfolio — seasonal, Advent Calendar, specialty, and brand collaboration releases — for a subscription brand with a reported **2M+ member base**
- Design CRM campaigns spanning FabFitFun, its owned & operated brands, and event/pop-up promotions, turning marketing briefs into on-brand visual assets
- Animate FabFitFun's **rebranded logo** and produce ongoing motion content for events, CRM, and brand campaigns
- Produce digital assets — ads, e-commerce graphics, banners, decks — across social, web, and major campaign moments including Black Friday/Cyber Monday
- Extend brand identity into physical touchpoints through print collateral: in-box inserts, event signage, and direct mail

Graphic Designer — Freelance

2016 - 2023

Los Angeles, CA

- Delivered illustration and motion work for **Vi**, an AI-driven healthcare and life sciences platform, and agency **Private Blanco**
- Built branding, digital, print, and motion identities for **~12 clients** across lifestyle, retail, and small business sectors over **7 years**
- Delivered every project directly to clients on tight, self-managed timelines

DinoJr — 2D Animator

2015 - 2018

Los Angeles, CA

- Animated educational children's video content that reached **300K+ views** on YouTube
- Built and maintained 2D animation rigs (Duik Bassel) to support fast-paced production
- Translated scripts and voiceovers into motion graphics in collaboration with the Art Director
- Managed post-production — editing, motion graphics, color correction — through final delivery

SKILLS

Design & Brand: Branding, Visual Design, Typography, Layout, Print Design, Digital Design, Packaging, Digital Marketing Assets

AI Design Tools: Claude, Claude Design, Flora.ai, Higgsfield — concepting, image generation, workflow tooling

Motion Design: Motion graphics, logo animation, short-form animation (After Effects)

Tools: Adobe Creative Suite (Illustrator, Photoshop, After Effects, Media Encoder), Figma

EDUCATION

The Art Institute of California — Los Angeles

Bachelor of Science, Media Arts & Animation