

MULTI-MEDIA DESIGNER

OWENHARTMANN.COM

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OWEN HARTMANN

EDUCATION

BACHELOR OF SCIENCE (2024)
University of Colorado
Strategic Communications

MINOR (2024)
University of Colorado
Business: Innovation & Entrepreneurship

MINOR (2024)
University of Colorado
Art Practices

EXPERTISE

Creative Ideation
Brand Strategy
Adobe Creative Suite
Photography
Videography
WIX/ Squarespace
Rhinoceros 3D
Film & Darkroom Processing
Analog Design and Illustration
Construction Methods/ Sculpture

ACCOLADES & ACTIVITIES

CMCI Student Work Showcase
(2021, 2022, 2023, 2024)

"Antediluvian"
Photography Exhibition (2024)

ROAM Boulder (photography, page layouts, several cover photos)

Mutual Aid/ Volunteer Work
(SAFE Boulder)

WORK EXPERIENCE

First Hand Art Markets (2023)
Photography, Videography, Design

- Worked directly with the owners to set goals and creative approach
- Attended many events and created owned media for the brand
- Demonstrated flexibility, reliability, and self-direction

Boulder Furniture Arts (2021-2022)
Brand Consulting, Graphic & Web Design, Photography

- Established new brand conventions
- ~235% organic growth on Instagram (\$0 spent on post-promotion)
- Helped standardize the Made-to-Order furniture collection
- Launched a new website

Freelance, Various. (2020-2024)
Photography, Videography, Design

(More work experience and references available upon request)

CU PROJECTS

Melanzana (2024)
Brand Strategy, Design

- Communicated with the Melanzana team about their business needs as well as their extensive brand history
- Redesigned their Logo and Brand Kit
- Planned a marketing strategy (including in-person events)
- Created multiple ad-lobes to explain visual style and creative approach

Hooch Booch (2023)
Brand Strategy, Design

- Communicated with the Hooch Booch team about their business needs and existing brand guidelines
- Planned a marketing strategy (including in-person events)
- Created multiple ad-lobes to explain creative approach
- Final pitch and feedback session with the client