

ZOE HAMMER

DESIGNER AND ILLUSTRATOR

Los Angeles, CA | (408) 596-1790 | zthammer@usc.edu | zoehammer.design | [LinkedIn](#)

EDUCATION

University of Southern California, Roski School of Art and Design, Los Angeles, CA May 2027
Bachelor of Fine Arts, Design Major | Cinematic Arts Minor | 3.92 GPA

- **Relevant Coursework:** Graphic Design, Product Design, 3D Design, Publication, Animation, Typography, Web Design, Marketing Fundamentals
- **Certifications:** HubSpot Academy | Social Media Marketing

University of Arts London (LCC), London, UK Feb 2026-May 2026
BA - Graphic Media and Design

DESIGN EXPERIENCE

Powerhouse LA, Los Angeles, CA Aug 2025-Present
Graphic Designer

- Design and illustrate promotional tickets, flyers, and banners for nightclubs and banquet events
- Prepare production-ready files for both print and digital distribution, ensuring consistency across platforms
- Collaborate with event coordinators to align visuals with brand goals

SCene Magazine, Los Angeles, CA Aug 2025-Present
Graphic Designer

- Design and layout editorial spreads for a student-run lifestyle magazine
- Collaborate with editors, writers, and photographers to translate content into engaging visual narratives
- Apply typography, color theory, and grid systems to elevate publication design quality

840 West Records, Los Angeles, CA Jan 2025-Present
Creative Designer

- Design merchandise, posters, and social media graphics, creating cohesive aesthetics for signed artists
- Capture, design, and album covers, music videos, and concerts
- Served as a liaison between design team and record label via Warner Music Group's ADA
- Contribute to visual storytelling and branding strategies across multiple artist releases

Activated Events, Los Angeles, CA Mar 2025-Oct 2025
Design and Marketing Intern

- Increased social engagement by generating 20K+ followers and 2M+ views
- Designed graphics for websites, social media, and promotional material across different music festivals
- Managed content for Instagram, Facebook, and TikTok accounts with a combined audience of 200K+
- Collaborated with the marketing team to execute brand strategies and increase audience engagement

Alpha Phi Beta Pi Chapter, Los Angeles, CA Oct 2024-Oct 2025
Director of Merchandising

- Established an annual merchandise strategy aligned with marketing, recruitment, and brand guidelines
- Collaborated with prominent brands; designs featured across 300K+ follower social accounts
- Managed merchandise design and procurement with licensed vendors

Daily Trojan, Los Angeles, CA Jan 2025-May 2025
Designer and Illustrator

- Created original illustrations and layout designs for a student-run newspaper
- Contributed to both print and digital editions, adapting designs for multiple formats

DESIGN SKILLS AND INTERESTS

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, After Effects, Dimension), Figma, Cinema 4D, Canva, Avid

Technical: HTML/CSS basics, Meta Business Suite, Microsoft Office (Word, Excel, PowerPoint), Keynote

Platforms: Instagram, Reels, Facebook, Twitter, and TikTok

Interests: Avid cinephile, live music fanatic, and acrylic painter