

HANA ALANIS

CREATIVE DIRECTOR



I'm Hana Alanis, Creative Director, Brand Strategist, and Founder of Up Late Designers. I specialize in transforming organizations through strategic design systems that drive measurable business growth, elevate accessibility, and deepen audience engagement.

Over the last decade, I've led brand development, UX initiatives, multi-channel marketing campaigns, and large-scale creative executions for nonprofits, product companies, and mission-driven organizations. My work has helped clients achieve multi-million-dollar revenue growth, break fundraising records, and launch products that redefined entire categories.

My approach blends research-driven strategy, creative innovation, and inclusive design. I'm committed to building brands that not only look exceptional, but operate with clarity, purpose, and measurable impact.

When organizations need a creative leader who can align brand, digital experience, and business objectives, I'm the partner they call.

Ron Cates once told me that in all his years teaching email marketing, I was the only student who correctly answered how to follow up with a customer after an in-person sales transaction.

up late
DESIGNERS

602-410-0972
hana@uplate.design
uplatedesigners.com

Business Impact Highlights

Across my work in brand strategy, UX, creative direction, and multi-channel marketing, I've helped organizations achieve results that meaningfully grow revenue, increase participation, strengthen accessibility, and drive long-term brand success.

\$407,000 Kickstarter Campaign Revival

Led strategy, branding, and product design for Solar Pool Technologies, saving the company from bankruptcy and relaunching their product with a compelling, user-centered brand strategy.

+\$3 Million Annual Revenue Growth

Designed the brand, product identity, UX, and full marketing execution for Ariel by Pivot Pool Products — now the most profitable product line in company history.

\$660,000 Raised at Celebrity Game Night

Rebranded and executed Treasure House's signature fundraising event, leading to a record-breaking year and multi-year growth trend in attendance and donations.

Built Social Enterprise Design Agency

Created and led a design studio within Civitan Foundation employing 10 adults with disabilities and creatives, generating sustained revenue and meaningful career pathways.

93% "Exceeded Expectations" Teaching Score

Exceeded expectations for 93%+ of students while teaching design and advertising at the university level, emphasizing accessibility, ethics, and real-world application.

Growing Professional Community

I've built a strong, engaged LinkedIn community of creative professionals, nonprofit leaders, and marketing executives who follow my work and contribute to ongoing discussions about branding, UX, and ethical creative practices. I have been able to leverage my connections to open up strategic business deals which were previously out of reach for clients.

Core Expertise

Brand Strategy & Visual Identity Systems

Building cohesive brand systems grounded in research, audience insights, and long-term scalability.

Creative Direction

Guiding multidisciplinary teams to deliver innovative campaigns, product launches, and brand experiences.

UX & Accessibility Strategy

Designing inclusive, user-centered digital experiences rooted in accessibility principles, ADA compliance, and cognitive-friendly design.

Product Launch Strategy & GTM Execution

Leading branding, packaging, website, and launch campaigns that generate quantifiable revenue and market differentiation.

Campaign Development (Print + Digital)

High-concept campaign ideation and full-funnel marketing design for nonprofits, consumer products, and mission-driven organizations.

Leadership & Mentorship

Managing teams, leading designers, and improving design processes that elevate organizations' creative maturity. My leadership track record includes:

- Managing design teams of 10+
- Leading 8 retainer clients simultaneously without churn
- Running profitable creative agencies
- Teaching 100+ university design students per semester and helping them unlock their potential
- Directing multimillion-dollar product launches and campaigns

ARIZONA DIAMONDBACKS

TICKETS ADVANTAGE MEMBERSHIPS SCHEDULE SCORES STANDINGS STATS ROSTER VIDEO NEWS CHASE FIELD COMMUNITY FANS APPS

MLB.TV SHOP TEAMS ESPAÑOL Q LOG IN

DBACKS.COM

Banner Children's Well and wonderful Depend on Banner Children's for comprehensive pediatric care. [Learn more](#)

HEADLINES

- 3 key D-backs storylines this spring
- Projecting the D-backs' 2024 Opening Day roster
- 1 key Spring Training storyline for each team
- Every ranked prospect in big league camp
- D-backs' new righty just on cusp of Majors
- The time Corbin Carroll was rescued by a D-backs legend
- Injuries & Moves: D-backs swing trade for pitching prospect
- New-look '24 Spring Training hats unveiled – check your team
- D-backs' Top 30 Prospects list

'We think he has really good stuff'
Cristian Mena – Arizona's No. 12 prospect – comes to the club nearly MLB-ready, according to GM Mike Hazen. Read about it in Steve Gilbert's D-backs Beat newsletter.

24 Spring Training [Buy Tickets](#)

Well and wonderful Depend on Banner Children's for comprehensive pediatric care. [Learn more](#)

Banner Health – Large-Scale Systems Design

Overview

For Banner Health's many service lines across the U.S., I helped execute and maintain one of the most robust and complex healthcare print systems in the country. Working within a highly structured brand environment, I delivered hundreds of accessible, compliant, strategically aligned print pieces annually—ensuring consistency, clarity, and strong alignment with Banner's enterprise-level brand standards.

Challenge

Banner Health needed a reliable creative partner capable of operating within a large-scale, multi-team environment. Their marketing and design leadership teams required a designer who could: uphold strict brand governance, work within a fast-moving approval process, translate healthcare messaging clearly, and execute high-volume collateral without errors.

Execution

Each year, I produced a vast array of collateral including:

Brochures & informational guides

Specialty service line materials

Campaign-aligned digital assets

Large sports arena takeovers

Approach

I followed Banner's brand guide rigorously, collaborated cross-departmentally, and ensured every piece, no matter how small, was designed with readability, accessibility, and patient experience in mind.

Role

My role encompassed enterprise-level design execution, high-volume collateral production, brand stewardship, cross-team collaboration, and quality control across hundreds of assets annually.

Impact

Enabled seamless marketing execution across dozens of teams.

Strengthened brand consistency nationwide.

Elevated visual clarity and accessibility for patient-facing and internal physician content.

Banner
Medical Group

Acuwellness (Auricular Acupuncture)

Improving mental health and quality of life

Banner Medical Group includes a behavioral health therapist certified in auricular acupuncture (acuwellness) providing care to patients ages 16 and older. We have locations in Greeley and Windsor to serve patients across the Front Range. Treating a wide range of conditions, our behavioral health therapist will partner with you to improve your mental health and quality of life.

What is acuwellness?

A subspecialty of acupuncture, acuwellness focuses on the five ear points. These points stimulate major organs and the emotions associated with them. Very fine gauge, one-time use needles are used in each session. Needles are left in the ears for 30-45 minutes, with the lights dimmed and soothing music with natural sounds played to support your treatment and relaxation.

What are the five ear points?

Each of the five ear points illustrated influences different parts of the body.

Shen Men (Spirit gate):
Used for calming and relaxing, the Shen Men point helps alleviate anxiety, depression, sleeplessness and body aches and pains.

Sympathetic (sympathetic nervous system): The origin of the "fight or flight" response, treating the sympathetic nervous system helps relieve tension and pain, enabling the entire body to physically relax.

Kidney: The kidney governs all developmental life phases- conception, puberty, adulthood, female menopause and aging- and, if healthy, keeps a person physically and psychologically balanced. Treating the kidney point supports strengthening willpower and releasing fears and unwanted toxins in the body.

BMAC
Bone marrow aspirate concentrate

- Uses your bone marrow cells
- Helps reduce pain and improve function
- Longer-lasting relief
- Not covered by insurance

PRP
Platelet-rich plasma

- Made from your own blood
- Encourages natural healing
- Not covered by insurance

TenJet

- Minimally invasive
- Removes damaged tendon tissue
- Faster recovery than surgery
- Insurance coverage varies

Call to schedule a consultation: **602-521-3250** or fax referral to **602-521-3251**

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Banner
Orthopedics & Sports Medicine

What is Regenerative Medicine and Orthobiologics?

Regenerative medicine is a wide-reaching treatment method that uses the body's natural healing abilities.

Orthobiologics is a specific type of regenerative medicine focused on treating orthopedic (joint and muscle) conditions.

Goal: Reduce pain, improve functions and aid healing
All options are best in conjunction with physical therapy

BMAC **PRP** **TenJet**

Call to schedule a consultation: 602-521-3250 or fax referral to 602-521-3251

Banner
Medical Group

Welcome to Banner Health Center

Please proceed to the check-in for your provider. If no one is available, please proceed to the other check-in staff member. Thank you



Sports Combine Event for High School Girls' Flag Football Athletes
at Banner Sports Medicine High Performance Center in Scottsdale

Saturday, August 2, 2025

- Pro combine testing
- Banner High Performance Center certified Combine Test Card
- ACL injury prevention program
- Sports medicine, performance, mental skills and nutrition experts

Presented by



The BIG Pink Bus brings mammograms to you [Learn more](#)

Banner MD Anderson Cancer Center



Treasure House – Signature Fundraising Event

Overview

For four consecutive years, I led the creative direction and full brand experience for Treasure House's signature fundraising event, Celebrity Game Night—developing a scalable event identity that evolved annually while maintaining cohesive mission-centered storytelling.

Challenge

Treasure House needed a premium, recognizable event brand that could attract high-value donors, support program growth, and strengthen year-over-year engagement—while delivering a fresh visual experience each iteration.

Approach

I built a flexible, multi-year design system that included annual themes, evolving visual language, and consistent brand architecture. My focus was on elevating emotional storytelling, donor clarity, and design sophistication to match the event's increasing prominence.

Role

Creative Director, brand strategist, designer, and production lead for all four event cycles.

Execution

Across four years I delivered:

Annual event logos & themes

Print & digital campaign assets

Sponsorship kits

Event signage & environmental graphics

Program books

On-screen graphics

Auction & donor materials

Social media kits

Impact

Contributed to Treasure House's record-breaking \$660,000 fundraising year

Strengthened long-term donor engagement

Established Celebrity Game Night as a polished, high-credibility annual event brand

Built a scalable system Treasure House can continue iterating on for years to come





Year-over-year since designing for Celebrity Game Night, I've helped boost attendance and exceed fundraising goals.

For the fifth annual event,
Treasure House raised over
\$660,000

Pal Experiences – Accessible UX Website & Brand Extension

Overview

Pal Experiences is a nonprofit dedicated to creating tools that make public spaces more accessible for individuals with cognitive differences. I led the UX strategy, accessibility framework, and full redesign of their website—creating an inclusive, joyful, and functionally dynamic digital experience praised across the disability community.

Challenge

Pal needed a website that communicated complex accessibility concepts clearly, supported a wide range of cognitive needs, aligned with their playful illustrated brand world, and met high-level ADA standards. Their previous site lacked structure, consistency, and accessibility compliance.

Approach

I began with user research centered on inclusivity best practices and the needs of neurodivergent users.

Role

I led UX strategy, accessibility standards development, content structuring, design direction, and full website execution from concept to launch.

Execution

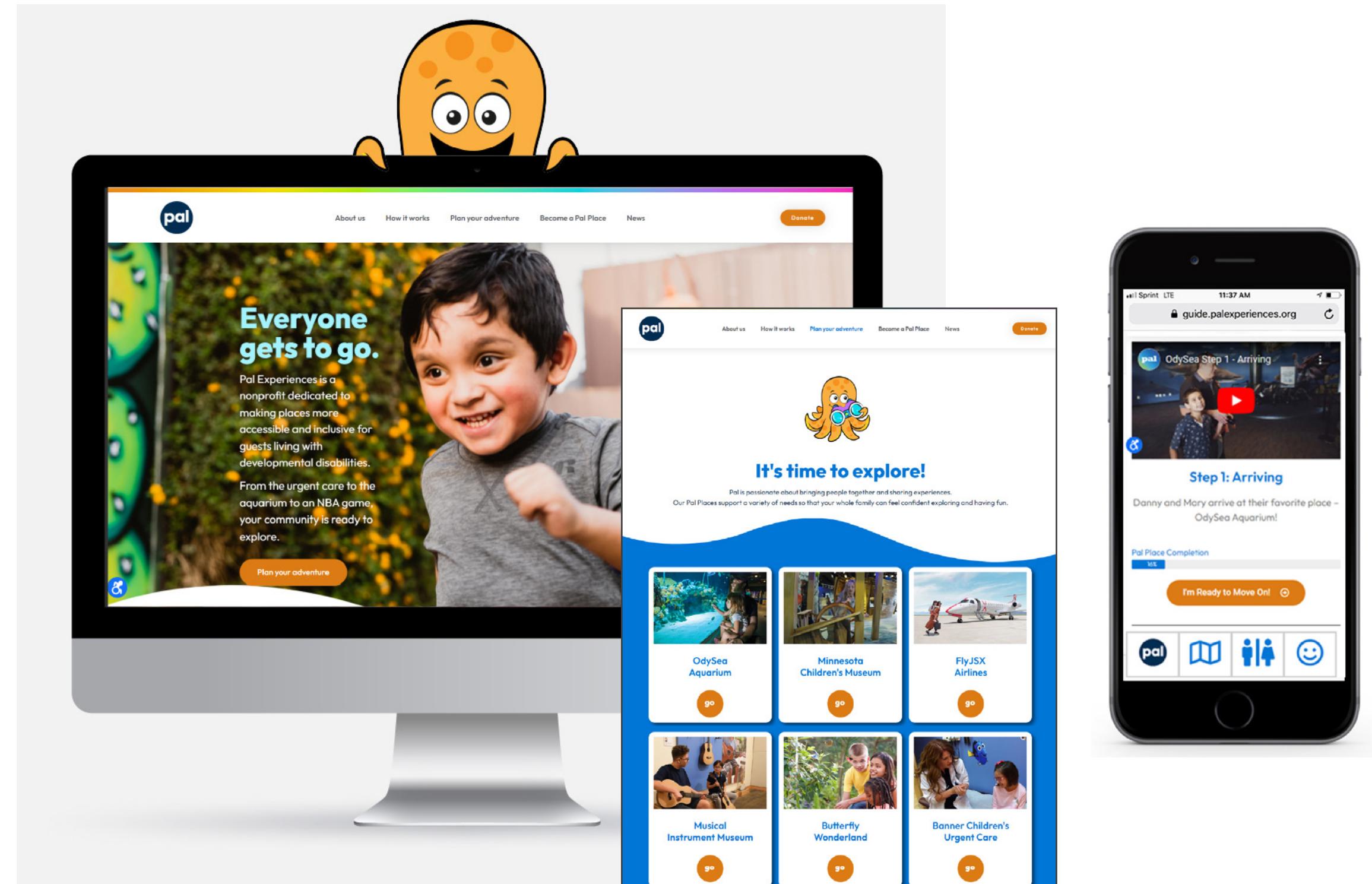
I custom developed a WordPress experience that included: multi-modal navigation for different learning needs, layout toggles for enhanced accessibility, playful illustrations and branded visuals, simplified content structure, an optimized mobile experience, and accessible color contrast systems.

Impact

Improved user comprehension and navigation success across all audience types.

Strengthened Pal's identity as a leader in inclusion-focused digital design.

Successfully sells programs to venues.



Pal launched a record number of new Pal Places since the redesign.

Pal has received rave reviews from the disability community on their new website.

Ariel – Product Redesign, Brand Launch & GTM Strategy

Overview

I served as the creative director behind Ariel by Pivot Pool, transforming an aging product line into a category-redefining consumer brand. The work included product design, visual identity, packaging, e-commerce, advertising, and a full go-to-market strategy. Ariel became the most profitable product in the company's history, and positioned the company for sale.

Challenge

The company needed a modern, cohesive brand for a robotic pool skimmer that delivered personality, clarity, and market differentiation. They also lacked a unified product identity, digital presence, and launch strategy.

Approach

I led the development of a human-centered design and brand strategy focused on: character-driven product storytelling, vibrant color systems aligned with product hardware, user experience enhancements, e-commerce optimization, and audience-specific messaging based on pool-owner behavior.

Role

I operated as creative director, product identity designer, UX lead, brand strategist, and marketing partner across the entire launch lifecycle. I then successfully led the transition team after the brand sold.



+\$3 Million Annual Revenue Growth

Execution

Full brand identity system

Intentional, vibrant product hardware colorways

Packaging and unboxing experience

Trade show materials

Email campaigns & digital advertising

Photo and video shoot direction

Website and e-commerce design

Tagline development

Marketing collateral & ad buys

Impact

Ariel became the highest-revenue product the company has ever sold.

The refreshed brand reintroduced the product with a compelling, approachable identity that stood out in the marketplace.

The new UX and marketing system significantly increased conversions and customer engagement.

NEW POOL TECH

advertisorial



ariel want more from your pool cleaner

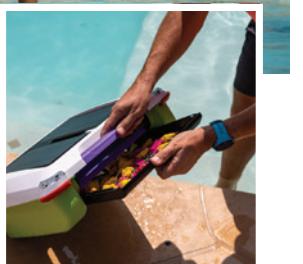
Introducing Ariel by Pivot-Solar Breeze, the latest edition of everyone's preferred pool cleaning robot!

Place her in the pool, turn her on, and watch her efficiently navigate your pool's surface to proactively remove debris before they sink to the bottom.

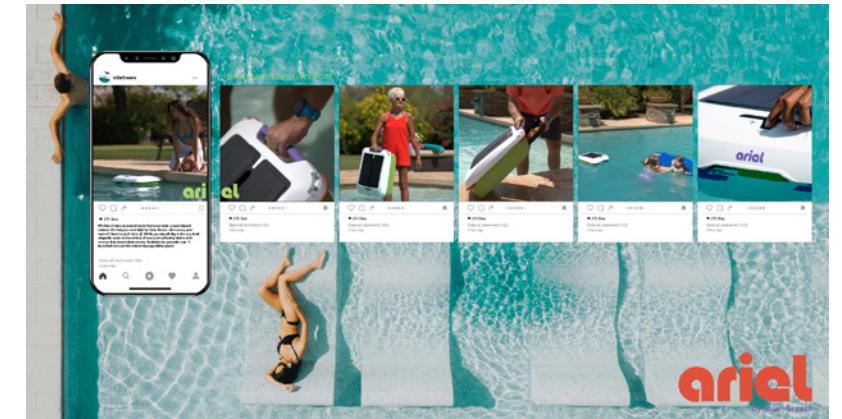
"Ariel by Pivot-Solar Breeze is a MUST for any pool owner," said Taylor Cole, demo unit recipient. "It gobbles up dirt, leaves, pollen, dust, hair, insects, oil and more – anything that lands in my pool. The hours I used to spend skimming my surface are now the hours I spend relaxing, or jumping right in. I love my pool again!"

What will Ariel find when she bravely explores the surface of your pool? Be part of the net-free world. Learn more about Ariel's debris-collecting adventures, and pre-order yours!

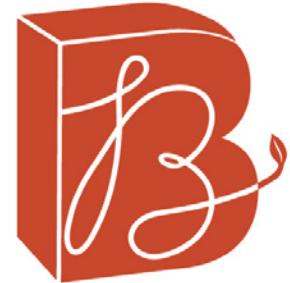
PREORDER OCT. 19TH
solar-breeze.com
FOR DEALERS:
sales@solar-breeze.com

When Ariel's debris tray is full, pull the light-weight robot out of the pool using her non-slip grip handle and easily slide the debris tray out to empty. Then dive into crystal clear water, or set her adrift again.



Brand Marks Collection

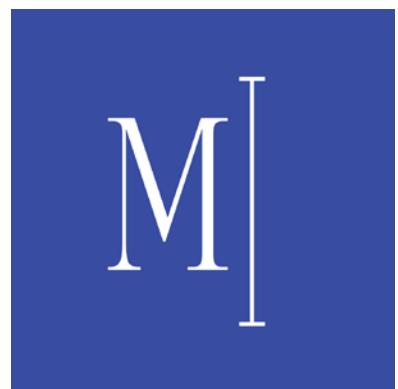


Brick &
Bloom



LUNCH
PAIL PRESS

skimbot



THIRD
AVE.
BOOKS



beyond
the
books



NEON


known
noticed

Healing
Paws
NETWORK

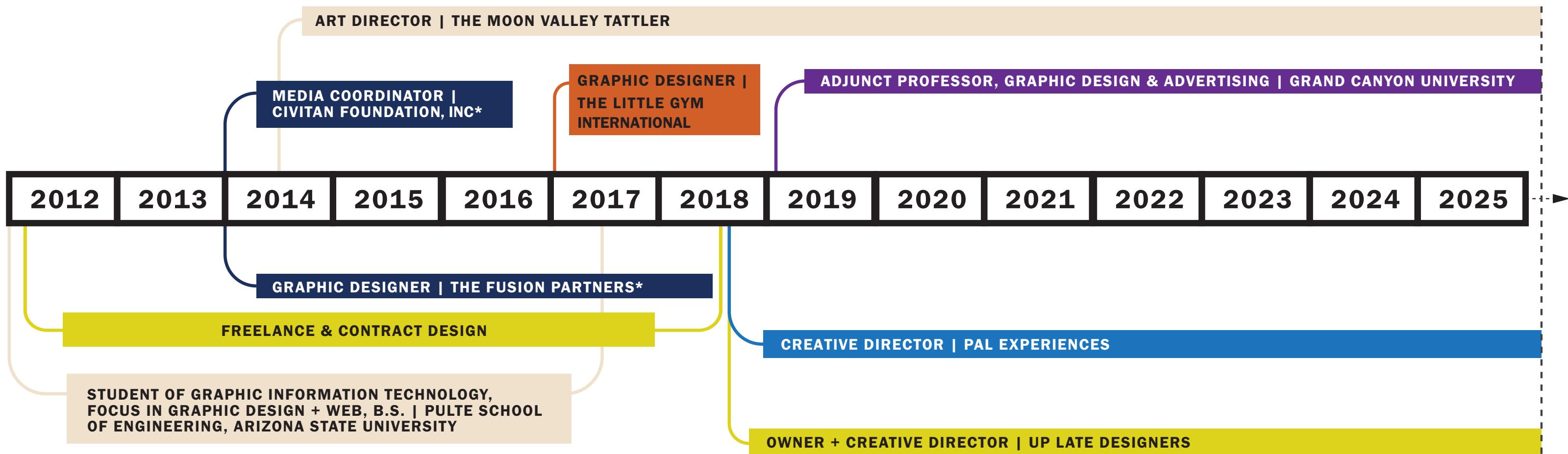
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Compendium
INSURANCE ADVISORS


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&
jn

SECURED BY 

Experience Timeline



*Civitan Foundation, Inc. and The Fusion Partners become clients

Productivity Tools

Microsoft PowerPoint
Word & Excel
ChatGPT
Smartsheet
Notion

Design Software

Adobe Illustrator
Photoshop
InDesign
Premier
SketchUp
Canva

Marketing Tools

Constant Contact
MailChimp
HubSpot
Meta Business Suite
Google Analytics
Blackbaud
Bloomerang
DonorPerfect

Development

Wordpress
HTML/CSS
Squarespace
Figma

Operating Systems

Windows
Mac



I create brand systems and digital experiences
that elevate organizations, accelerate growth,
and delight users.

Let's build what's next.

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P O R
T F O
L I O