

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.**

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## 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





# 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

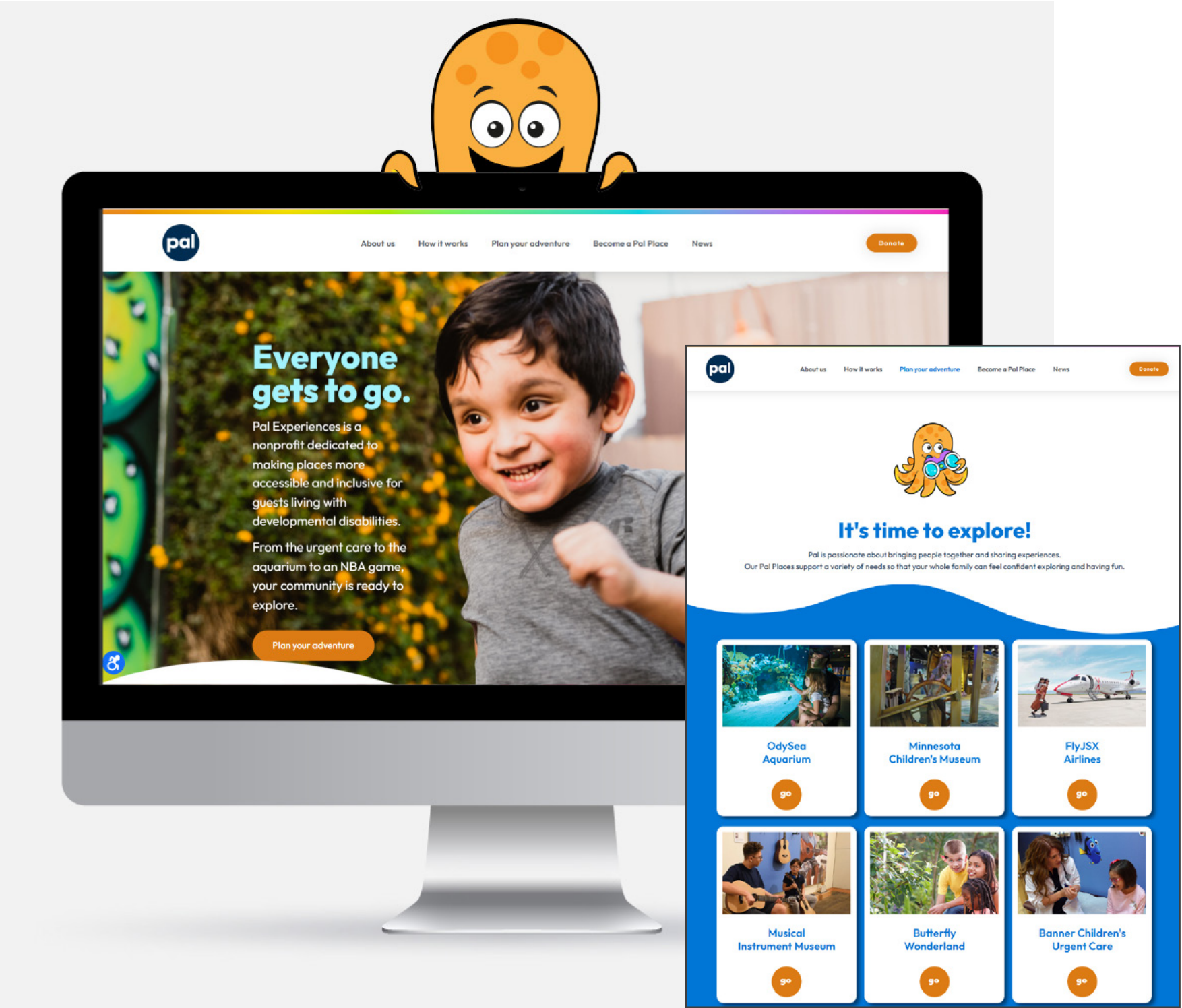
I custom developed a WordPress experience that included: multi-modal navigation for different learning needs, layout toggles for enhanced accessibility, playful illustrations and branded visuals, simplified content structure, an optimized mobile experience, and accessible color contrast systems.

### 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.



## 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

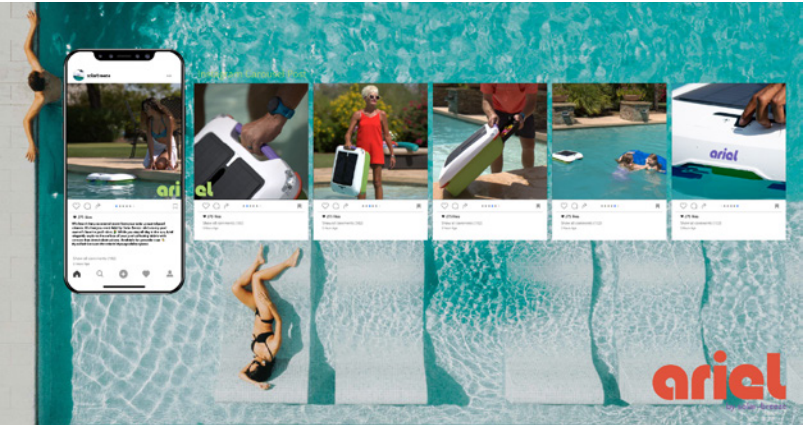
Marketing collateral & ad buys

## 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.



**+\$3 Million Annual Revenue Growth**

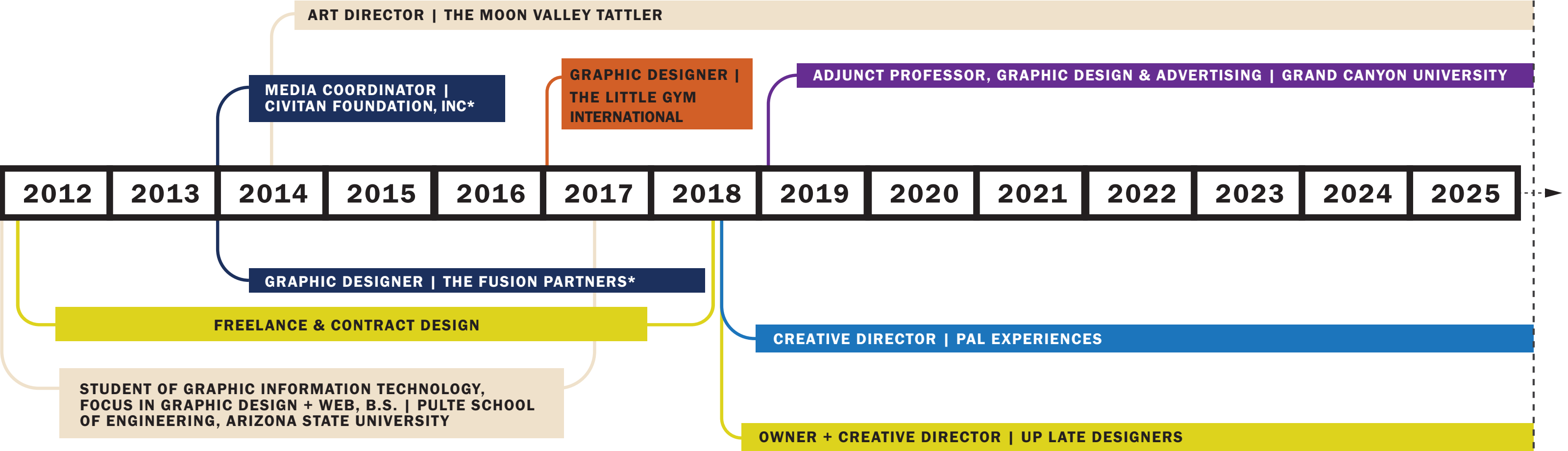
Brand Marks Collection



Brick &  
*Bloom*



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