

# HANIEKA BALINT

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## EXPERIENCE

### **The Best Bees Company**

Graphic Designer and Project Manager, January 2025 - Present

Work closely with Director of Brand and CEO to restructure and hire within the Brand department; Ensure projects are completed on time and on budget; Coordinate PR, media, and events; Source and manage printers, contractors, and suppliers; Plan projects and assign tasks in a quarterly roadmap; Support social media efforts; Design, coordinate, budget, and assemble event exhibits; Collect data and report KPIs to leadership

Graphic Designer, July 2022 - January 2025

Work with marketing team to design new products and product packaging, sales tools, presentations, signage, and social media assets; Work with research team to design reports on bee and biodiversity data; Work with product fulfillment dept. to design client deliverables such as honey labels, digital signage, and custom beehives; Work with company leadership to design investment pitch presentations; Photograph, film, video edit, and direct beekeepers

### **Rm 29 Designs**

Co-founder and Lead Graphic Designer, 2019 - 2022

Founded agency with Lead Developer; Worked with clients to design and develop logos and other brand assets, brochures, merchandise, business cards, websites, books, album covers, and ads; Manage contracts and records

### **Scout**

Accessibility Strategist, January -May 2022

Worked with team to research accessibility practices in web and print design; Created organization-wide accessibility guidelines; Implemented guidelines by integrating them into organization's agile processes

Studio Project Lead, August 2021 -January 2022

Managed team of designers and developers during semester-long project; Worked with client to research and develop new brand; Designed and developed online editorial platform; Lead team through agile process

Designer, January - April 2021

Worked with team of designers and developers to create brand for solar power startup; Designed website using new brand; Supported Project Lead in client relations

### **The Boston Globe**

Brand Marketing Design Co-op, January - June 2020

Worked with in-house team to design print and digital advertisements for newspaper and news website; Designed promotional social media posts for The Boston Globe and Boston.com; Created weekly newsletters for Globe subscribers using HTML; Created merchandise and other assets for Globe sponsored events in Greater Boston

## EDUCATION

### **Northeastern University, Boston, MA**

BFA in Graphic and Information Design, May 2022

University Honors Program, Dean's List, Summa Cum Laude

## SKILLS

InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Premiere Rush, Capcut

Dreamweaver, Figma, GitHub, WordPress, Wix, Squarespace

HTML, CSS, Bootstrap, p5.js, R markdown

Monday.com, Slack, Trello, ClickUp, Jira, Google Suite

Studio Art, DSLR Photography

Beekeeping, Furniture Refinishing, Antique Restoration