

John M. Hallman

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Education

University of Alabama in Huntsville Huntsville, Alabama
Expected Graduation: May, 2026
Bachelor of Fine Arts
Concentration: Fine Arts Graphic Design

Relevant Projects

User Experience - Festrak App Design Mockup (Academic)

- Collaborated on a class-wide team to design a high-fidelity mobile app mockup aimed at streamlining the attendee experience for Festival South.
- Utilized Adobe XD and Adobe Illustrator to develop wireframes, user flows, and visual assets.
- Served as Group Leader, coordinating communication between team leads to define and maintain a cohesive creative direction.
- Managed project timelines, delegated tasks, and ensured milestone deadlines were met for all group members.
- Led the Transportation and Lodging section of the app, designing user-centered solutions to improve navigation, booking clarity, and overall event accessibility.

Graphic Design - Editorial Spread Design project (Academic)

- Designed a 6-page magazine spread using Adobe InDesign for a digital-only article of choice.
- Applied typography, layout hierarchy, and grid systems to create a cohesive editorial experience.
- Met strict critique and final production deadlines in a fast-paced academic setting.
- Incorporated daily peer and instructor feedback to refine layout, readability, and visual storytelling.

Graphic Design - Branding Campaign project (Academic)

- Developed a comprehensive branding campaign for a fictional seafood restaurant using Adobe Illustrator and Adobe XD.
- Designed a cohesive visual identity including logo, website mockup, billboard advertisement, and digital marketing assets.
- Ensured brand consistency across print and digital platforms through strategic color, typography, and layout decisions.

Honors and Awards

- Presidents List - University of Alabama in Huntsville - Spring 2025
- Deans List - University of Alabama in Huntsville - Spring 2023

Skills

- Communication
- Teamwork
- Adaptability
- Color Theory
- Brand Identity
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe InDesign