



# John M. Hallman

Graphic Designer

<https://www.jhallmandesigns.net/>

## Contact Info

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## Education

- Bachelor of Fine Arts  
Graphic Design
- University of Alabama in  
Huntsville
- Graduation- May 2026

## Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe InDesign

## Relevant Experience

### 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 mock-up, billboard advertisement, and digital marketing assets.
- Ensured brand consistency across print and digital platforms through strategic color, typography, and layout decisions.