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Strategic Professional Partner

Deb Hanson – Design Elements for Business

Deb Hanson is owner and creative director of **Design Elements for Business**, a graphic design studio located in North Attleboro, Massachusetts. As a Strategic Professional Partner she provides consulting and design services to seamlessly communicate the **i team** message to our clients while also maintaining a consistent identity.

With over 25 years of experience in marketing and design, Deb brings expertise from many different levels. Her professional life has included careers within financial, insurance, for-impact, and publishing organizations before launching her own graphic design business in 2004.

Her varied background includes time well spent underwriting, managing, counting, investing, developing, promoting, creating, relating, volunteering, parenting, designing, and communicating. Deb feels there is much to be learned from both left brain and right brain thinking – function complements the creative process to produce effective solutions. She is highly goal-oriented and places a great deal of importance on community involvement and customer service.

Deb has had the opportunity to work and live in different market areas of the country including Detroit, Milwaukee, Chicago, Fort Lauderdale, and Boston. Deb finds that businesses everywhere share common concerns about their identity and image. If she can improve on the “visual landscape” of a community, then Deb feels she has been successful.

Design Elements for Business is focused on building strong and lasting relationships with clients by providing timely expert design services and becoming a virtual part of their team. Deb works diligently to provide materials that her clients are proud to share with others. Her passion is working with for-impact organizations where she feels she can help further their mission.

Deb attended Oakland University in Rochester, Michigan and takes continuing education courses at Rhode Island School of Design, Bristol Community College, and professional organizations offering design and technical instruction.



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