

DAVID V. HUGHES

Art Director and Experienced Multidisciplinary Designer

> MISSION

A lifelong creative whose work has encompassed forms ranging from graphic design, illustration, animation, art direction and project management. I draw from a vast breadth of experience for inspiration, technique and predictive problem solving. I pursue the highest standards with the passion of an artist and the discipline of a craftsman.

> EDUCATION

SCHOOL OF VISUAL ARTS

New York, NY
Bachelor of Fine Arts (BFA)

> SKILLS



Photoshop



Illustrator



After Effects



Premiere Pro

> EXPERIENCE

Senior Designer IBM - New York, NY

2014 -2019

Held responsibility for concept and creation of assets to be published on the master brand social platforms. Role included art direction, motion graphics, illustration, graphic design, photography, video, and media post-production adhering to strict brand guidelines.

- Primary creator of team's graphics, animations, and gifs. Introduced and put into practice the use of Cinemagraphs, stop-motion animation, 360 video/tours and furniture design for social media publication, achieving award for 2016 PR NEWS Most Engaged Brand.
- Served as Art Director and assisting creative for the most engaged Instagram post of 2018, gaining just under 12K likes and 150 comments.
- Spearheaded implementation of 360 video into social posts, generating savings of \$18K per asset by initiating sole responsibility for obtaining Research Lab video creation from vendor and creating assets completely in-house.
- 360 Research Lab series went on to claim the 2016 PR News Winner for Social Video.

Founder of davidvhughes.com - Stockholm, Sweden 2011 - Current

Launched a design shop as a primary vocation during time living in Stockholm. Range of services offered and delivered include but not limited to: art direction, branding and implementation, editorial design, web graphics, package design, website population and administration.

- Built small but dedicated base from zero clients the previous year, instigating and fostering key relationships and navigating tax code, bookkeeping, and other business considerations in non-native language.
- Produced unique event poster for local client, attracting the attention of art director in US and earning selection to work on several projects for the New York Times.

Designer / Creative Lead ICBA Inc. - Jersey City, NJ 2002 - 2010

Worked as freelance chief designer and fabricator of sets, props and models to be used in various print and television campaigns. Created concept illustrations using Adobe Illustrator, Photoshop, and pencil. Hired and managed build crews, generated weekly goal-oriented scheduling, and directed task delegation.

- Operated as construction coordinator for Bloomingdale's NYC Christmas windows 2003 in partnership with Spaeth Design, coordinating fabrication and installation of department store's iconic Lexington Avenue window displays.
- Actualized vision of store's display director by hiring and managing small group of artisans and craftspersons, and effectively transcribing concept sketches into practical drawings for build crew.
- Pitched and landed contract for "Real Simple Television," working as construction coordinator for set construction and on-set art department.

Stage Manager/Scenic e2k events - Mountain View, CA 2001 - 2011

Hired for 10 consecutive years to stage manage extremely time-restrictive NFL Pro Bowl and Thanksgiving Day halftime shows in Hawaii and Detroit. Operated as point of contact for stage crew orientation and stage assignments. Role included stage fabrication and scenic preparation prior to rehearsals and on game day.

- Trained up to 200 novice military and civilian volunteers, building finely choreographed team that could safely move multiple large stage sections on and off playing field within two minutes.

References available upon request.