

EMILY HUSTON

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SENIOR WEB DESIGNER | MARKETING DESIGNER

CREATIVE DIRECTION & EXECUTION | WEB DESIGN | BRAND STRATEGY | PROJECT MANAGEMENT

Accomplished and detail-oriented senior web and digital designer with a distinctive combination of expertise in digital development, strategic design, and brand management. Committed to creating impactful and memorable brand experiences through innovative campaign strategies. Demonstrated success in strategizing and implementing digital design solutions that enhance marketing efforts and align with brand objectives. Proficient in leading creative direction for an organization's digital platforms, as well as developing concepts, layouts, and final artwork. Excel in fast-paced, dynamic environments with the ability to prioritize and manage multiple projects simultaneously. Dedicated to maintaining the highest standards of brand integrity, fostering a positive company culture, and achieving exceptional results. Enthusiastic about acquiring new skills and adaptable to embracing new challenges.

CORE COMPETENCIES

Branding • Creative Vision • Marketing Campaigns • Strategic Planning • Asset Creation • Marketing Materials
Typography • Illustration • Art Direction • Digital Solutions • Workflow Management • Client Service • Infographics
User Experience (UX) • User Research • Project Management • Graphic Design • Digital Advertising • Email Campaigns
Brainstorming • Communication • Creativity • Attention to Detail • Strategic Use of Humor

TECHNICAL SKILLS

Microsoft Office Suite • Adobe Creative Suite (Adobe Photoshop, InDesign, Illustrator) • Adobe Substance 3D Suite • WordPress
HTML • CSS • PHP • JavaScript • Multimedia • Mac OS • Windows

PROFESSIONAL EXPERIENCE

POLARIS WINDOWS & DOORS, YOUNGSTOWN, OH

05/2013 – PRESENT

Web Designer

Manage the creation and administration of websites for the organization and its affiliate brands. Strategically design and implement digital assets across multiple platforms, such as corporate websites, mobile and web applications, social media channels, 3D modeling, animation, digital publishing, and various other digital solutions. Manage printing, cutting, packaging, and shipping of literature orders for window dealers. Cultivate long-lasting relationships with clients by responding to inquiries related to websites, supplying necessary web assets, and providing graphic design services.

- Engaged in self-directed learning initiatives focused on 3D modeling and animation, applying acquired knowledge to produce instructional videos and website features and creating animations for promotional and product videos.
- Revamped and enhanced web and digital channel assets to align with performance metrics, content schedules, and business requirements.
- Delivered image support, including color correction and other manipulation for product imagery.
- Successfully redesigned and built the Polaris and EnergyWall Windows & Doors websites from scratch, resulting in a 13.5% increase in user engagement and a 19.8% rise in average engagement duration.
- Designed a mobile website for Polaris Windows & Doors and launched a digital portal for the sales team, resulting in the recruitment of 6 new window dealers with an estimated sales volume exceeding \$1M.
- Integrated an online application form and data routing system for new hires, attracting over 1300 applicants and eliminating the need for a temp agency for recruitment, saving the organization a significant amount of money.
- Conducted research and implemented job management solutions, including Asana job boards, to effectively monitor print projects from inception to completion.
- Developed a digital warranty registration system to eliminate paper usage for clients.

- Designed a digital-quality notification form for window installers, enabling real-time reporting of product issues and facilitating immediate resolutions at the factory.
- Created a digital window “stylizer” from the ground up, allowing potential customers to explore color and style options prior to purchase, resulting in significant savings for the company by reducing reliance on external vendors and 3D artists for app development.
- Developed a print job ordering system for the sales team to streamline processes and enhance operational efficiencies.
- Created a digital form hub for sales team to input data across various company divisions, including quality forms, warranty registrations, and online job applications.

SITLER THE PRINTER, COLUMBIANA, OH

08/2012 – 05/2013

Graphic Designer

Developed a wide range of marketing materials for clients, encompassing posters, business cards, postcards, and signage. Designed logos and formulated brand strategies for various clients. Managed design and printing schedules to guarantee adherence to deadlines. Provided clients with updates on project progress and prepared files for production. Operated digital printers with efficiency.

- Collaborated closely with the owner in a small business environment, acting as the primary graphic designer.
- Established robust client relationships, contributing to the business being regarded as a reputable printing resource within the community.
- Collaborated with internal project leads, external agencies, designers, and copywriters to ensure on-time delivery and high-quality design outcomes.
- Ensured compliance with brand guidelines and design integrity, while staying updated on the latest web trends and tools.
- Systematically maintained and backed up all project files according to established processes and procedures.

IVIE & ASSOCIATES, PITTSBURGH, PA

06/2007 – 08/2012

Graphic Designer for GNC and Dick’s Sporting Goods

Managed a photography portfolio, known as the digital asset management (DAM) system. Developed shot lists and coordinated product deliveries for the photographer. Ensured images were secured and prepared for the creative team by uploading them to DAM and entering relevant metadata. Addressed and resolved discrepancies and issues related to shot lists and the design system.

- Designed in-store signage and promotional materials from initial concept to final print for Dick’s Sporting Goods across various locations nationwide.
- Supported the coordination of vendor artwork.
- Collaborated with the in-store marketing manager to design an instruction booklet for the Outdoor and Bike departments.
- Mentored and trained up to 8 new employees on various tasks to ensure adherence to company policies and procedures.
- Conducted training on Ivie & Associates’ digital file storage systems and high-resolution printing equipment.

FREELANCE EXPERIENCE

WELLNESS WITH KAYLA, SALEM, OH

2023

Web Designer

YOUNGSTOWN ROAD RUNNERS CLUB, YOUNGSTOWN, OH

01/2010 – PRESENT

Web Designer / Webmaster**EDUCATION**

THE ART INSTITUTE OF PITTSBURGH, Pittsburgh, PA

Bachelor of Science in Graphic Design**Web Diploma**