

EMILY HUSTON

YOUNGSTOWN, OH 44512 • 412.867.1564 • ELHUSTON@OUTLOOK.COM • WWW.LINKEDIN.COM/IN/ELHUSTON/ • WWW.EMILYHUSTON.COM

WEB, GRAPHIC & DIGITAL DESIGNER | MARKETING DESIGNER

Senior Web & Digital Designer with experience leading website redesigns and digital workflow improvements. Initiated full overhauls of the Polaris and EnergyWall websites, increasing user engagement by 13.5% and average session duration by 19.8%. Implemented Asana to centralize project management, improving on-time delivery by 15% and streamlining onboarding for new hires. Launched a digital form hub that reduced paper use by 45% in the first quarter. Skilled in managing complex projects, maintaining brand consistency, and designing digital solutions that meet business goals.

SKILLS

Branding & Identity Design • Logo Design • Graphic Design • Web Design & Development • Responsive Design • UX/UI Design
Adobe Creative Suite • Adobe Substance 3D Suite / 3D Modeling & Animation • HTML & CSS • WordPress / CMS Management
Social Media Management & Content Creation • Print Production & Prepress • Project Management Tools

PROFESSIONAL EXPERIENCE

POLARIS WINDOWS & DOORS, YOUNGSTOWN, OH

05/2013 – PRESENT

Web Designer

- **Enhanced user interaction by 20% and boosted sales** by spearheading website enhancements with 3D modeling, animation, and interactive design; produced instructional videos and animations that promoted product demonstrations and customer understanding.
- **Trimmed dealer turnaround time by 2 days and saved \$5,000 annually** by revamping printing and shipping workflows for literature orders.
- **Elevated organic traffic by 40% and lifted lead generation by 25%** within six months by modernizing the affiliate brand's website with responsive navigation and interactive UX features.
- **Lowered expenses by 15%** by optimizing vendor negotiations and logistics for literature order fulfillment (printing, cutting, packaging, shipping).
- **Expedited content updates by 35%** through alignment of digital channels with KPIs and content schedules, and implementing a new CMS.
- **Produced consistent, high-quality marketing assets** through image editing, color correction, and digital optimization.
- **Boosted user engagement by 13.5% and session duration by 19.8%** by redesigning and launching Polaris and EnergyWall websites from the ground up.
- **Generated projected sales of \$1M+** by designing a mobile website and sales portal for Polaris Windows & Doors, enabling recruitment of 6 new dealers.
- **Eliminated temp agency costs and attracted 1,300+ applicants** by integrating an online application and data routing system.
- **Strengthened project visibility and accountability** by implementing Asana boards, enhancing tracking of print projects from inception to delivery.
- **Streamlined client submissions and cut paper processes** by developing a digital warranty registration system.
- **Accelerated issue resolution at the factory level** by designing a real-time digital quality notification form for installers.
- **Reduced vendor reliance and development costs** by creating an interactive window stylizer app that allowed customers to preview color and style options pre-purchase.
- **Standardized workflows and increased efficiency** by building a print job ordering system for the sales team.
- **Consolidated data capture across divisions** by creating a centralized digital form hub for job applications, quality forms, and warranty registrations.

SITLER THE PRINTER, COLUMBIANA, OH

08/2012 – 05/2013

Graphic Designer

- Acted as **primary graphic designer** in a small business setting, producing logos, posters, business cards, postcards, signage, and full branding packages.
- Cultivated strong relationships with repeat clients, contributing to local recognition as a **trusted community print resource**.
- Created and prepared files for production while ensuring compliance with **brand standards and print specifications**, reducing reprint errors.
- Oversaw design and print schedules to meet strict deadlines, improving **on-time delivery rate by 15%**.
- Collaborated with project leads, agencies, and copywriters to deliver **high-quality, client-approved creative assets**.
- Structured and safeguarded digital project files, enabling **efficient version control** and quick retrieval.

IVIE & ASSOCIATES, PITTSBURGH, PA

06/2007 – 08/2012

Graphic Designer for GNC and Dick's Sporting Goods

- Developed **in-store signage, promotional campaigns, and marketing collateral** for Dick's Sporting Goods locations nationwide, strengthening brand consistency and retail visibility.
- Partnered with the in-store marketing manager at Dick's Sporting Goods to design an **instructional booklet** for the Outdoor and Bike departments, enhancing customer experience and employee training.
- Directed vendor artwork coordination at Dick's Sporting Goods, ensuring files met **quality and production standards** for print.
- Mentored and trained up to **8 new employees at Dick's Sporting Goods** on design processes, prepress practices and high-resolution print equipment, improving team efficiency and reducing onboarding time.
- Administered **digital asset management (DAM) system** at GNC, creating shot lists, coordinating product deliveries, and uploading/organizing images with accurate metadata for creative teams.
- Resolved shot list discrepancies and production issues at GNC, ensuring **flawless execution of marketing campaigns** under tight deadlines.

FREELANCE EXPERIENCE

WELLNESS WITH KAYLA, SALEM, OH

2023

Web Designer

- **Crafted a logo and full branding package**, strengthening the client's market identity and professional presence.
- **Developed a responsive website**, ensuring usability across devices while maintaining brand consistency.
- **Trained the client in website management**, increasing autonomy and reducing ongoing maintenance costs.
- Delivered cohesive visual and digital assets that enhanced **client engagement, credibility, and digital professionalism**.

YOUNGSTOWN ROAD RUNNERS CLUB, YOUNGSTOWN, OH

01/2010 – PRESENT

Web Designer / Webmaster

- **Built and currently maintain the club website** (ytownrunners.org), ensuring mobile-friendly access, timely updates, and streamlined event registration.
- **Direct public relations and social media**, increasing community engagement and driving higher attendance at club events.
- **Produce digital content and promotional campaigns**, strengthening brand visibility and member participation.

EDUCATION

THE ART INSTITUTE OF PITTSBURGH, Pittsburgh, PA
Bachelor of Science in Graphic Design
Web Diploma