

EMILY HUSTON

YOUNGSTOWN, OH 44512 • 412.867.1564 • ELHUSTON@OUTLOOK.COM • [WWW.LINKEDIN.COM/IN/ELHUSTON/](https://www.linkedin.com/in/elhuston/) • WWW.EMILYHUSTON.COM

SENIOR WEB & DIGITAL DESIGNER

Strategic and hands-on **Senior Digital Designer** with 10+ years building responsive websites, digital tools, and branded experiences that drive measurable growth. Known for translating complex business challenges into intuitive, scalable design systems – increasing user engagement by 13.5% and session duration by 19.8% across recent web redesigns.

Skilled at leading cross-functional collaboration with product, engineering, and marketing to deliver UX-focused solutions that balance usability and performance. Experienced in blending visual design, front-end development, and workflow optimization to enhance brand consistency, speed delivery, and improve ROI.

CORE STRENGTH & TOOLS

Design & UX: Wireframing, Prototyping, User Flows, UX Research, Usability Testing, Interaction Design

Web & Development: Responsive Design, HTML, CSS, WordPress, CMS Architecture, Accessibility Standards

Creative & 3D: Adobe Creative Cloud (Illustrator, Photoshop, Animate, Dreamweaver, Substance Suite, After Effects), Blender

Collaboration: Figma, Asana, Notion, Formsite, Typeform, Smartsheet, Cross-Functional Team Leadership

Results: Workflow Optimization, Digital Process Automation, Data-Driven Design, Conversion Improvement

PROFESSIONAL EXPERIENCE

POLARIS WINDOWS & DOORS, YOUNGSTOWN, OH

Senior Digital Designer | Sept 2021 – Present

Promoted to lead digital design strategy across web, mobile, and interactive platforms. Own UX direction, content systems, and production workflows that scale across brands and dealer networks.

Key Responsibilities

- **Design and optimize responsive websites, interactive configurators, and mobile interfaces** aligned with brand and KPIs.
- Act as **Product Owner for the Polaris Mobile App**, defining UX strategy for content and architecture, security, and user access, and managing vendor collaboration to ensure seamless scalability for 100+ dealers.
- **Drive core business and user experience KPIs** by developing and maintaining responsive web and mobile interfaces using HTML/CSS and enterprise CMS platforms.
- **Elevate the digital customer journey** by designing and implementing interactive product visualization (leveraging Adobe Animate, Adobe Substance, and Blender) to improve user understanding and buyer confidence.
- **Manage all digital content production**, focusing on accessibility standards, image optimization, and rigorous brand alignment for deployment across various marketing channels.

Key Achievements

- **Enhanced user interaction by 20%** and **boosted sales** by spearheading website enhancements using 3D modeling, animation, and interactive design.
- **Produced instructional videos and animations** that improved product demonstrations and customer understanding.
- **Increased 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+ in Annual Contract Value** by launching a mobile sales portal that streamlined the high-value dealer recruitment process, directly enabling the signing of six new dealer partnerships in the first year.
- **Streamlined client submissions** and **reduced paper processes** by developing a digital warranty registration system.
- **Expedited content updates by 35%** by aligning digital channels with KPIs and implementing a new CMS.

Transferable Skills

UX Strategy, Digital Systems Thinking, CMS Optimization, Cross-Functional Leadership, Process Automation, 3D Visualization

POLARIS WINDOWS & DOORS, YOUNGSTOWN, OH**Web Designer | May 2013 – Sept 2021**

Focused on website design, print coordination, and digital process automation supporting marketing and dealer operations.

- **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.
- **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.
- **Strengthened project visibility and accountability** by implementing Asana boards to enhance tracking of print projects from inception to delivery.
- **Standardized workflows and increased efficiency** by building a print job ordering system for the sales team.
- **Eliminated temp agency costs** and **attracted 1,300+ applicants** by creating online application and data routing system.

Transferable Skills

Web Design & Development, Responsive UX/UI Design, Interactive Content Creation, Cross-Platform Brand Consistency

SITLER THE PRINTER, COLUMBIANA, OH**Graphic Designer | Aug 2012 – May 2013**

- Acted as **lead designer** in a fast-paced print shop, delivering logos, branding, and marketing collateral for local businesses.
- **Improved on-time delivery by 15%** through proactive scheduling and client communication.
- **Reduced print errors** by developing file-prep standards that ensured print accuracy and brand consistency.
- Built and maintained long-term client relationships that increased repeat business and community recognition.

Transferable Skills

Branding Systems, Client Communication, Print-to-Digital Consistency, Time & Production Management

IVIE & ASSOCIATES, PITTSBURGH, PA**Graphic Designer / Production Coordinator / DAM Administrator (GNC and Dick's Sporting Goods) | June 2007 – Aug 2012**

- Designed national **in-store campaigns and visual merchandising** for Dick's Sporting Goods, ensuring alignment across 400+ retail locations.
- **Streamlined campaign execution** by managing vendor artwork and enforcing prepress standards across creative teams.
- Partnered with the in-store marketing team to develop instructional and training materials that improved customer experience.
- **Trained and mentored 8 new designers**, cutting onboarding time and improving production output.
- Administered the digital asset management (DAM) system for GNC, coordinating product photography and metadata tagging to support cross-team creative production.

Transferable Skills

Large-Scale Brand Execution, Production Workflow, DAM Administration, Vendor & Stakeholder Coordination

FREELANCE EXPERIENCE (VARIOUS CLIENTS)**Web Designer / Brand Consultant | 2010 - Present**

- Developed custom branding and responsive websites for small businesses and nonprofits.
- Delivered scalable design systems that reduced client maintenance costs and improved digital presence.
- Provided UX training and CMS management guidance to empower client autonomy.

Key Projects

- **Wellness with Kayla (2023):** Delivered logo, brand system, and responsive website; boosting digital credibility and reach.
- **Youngstown Road Runners Club (2010 – Present):** Built and maintain ytownrunners.org; manage content, social media, and event promotion, driving higher attendance and community engagement.

EDUCATION

The Art Institute of Pittsburgh, Pittsburgh, PA | **Bachelor of Science in Graphic Design / Web Diploma**