

TAIHEA HURST

Art Director | Senior Graphic Designer

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EXPERIENCE

August 2020 - January 2025

Art Director | Huge Inc. | Remote

- Directed creative strategies and designs for renowned brands, including UScellular, Bluevine, Chrysler, Dodge, Jeep, Fiat, Google, Sub-Zero Planet Fitness, and others
- Led the development of cohesive marketing campaigns across print, digital, and out-of-home channels, ensuring alignment with brand strategies and objectives
- Designed and delivered assets for print, email communications, social media, native ads, and multimedia messaging, ensuring 100% on-time delivery across 3-7 simultaneous projects weekly
- Conducted design research to better understand project briefs and client needs
- Conceptualized and pitched innovative ideas that expanded creative partnerships, resulting in one new client acquisition and 3 new campaigns for returning clients
- Presented work in internal reviews and company-wide workshare events
- Collaborated closely with project managers, copywriters, creative directors, and other art directors, ensuring all project needs were met
- Maintained seamless communication across Huge's global network, fostering strong team connections and workflows in a fully remote workspace

February 2018 - August 2020

Graphic Designer | Madonna University | Livonia, MI

- Designed and updated over 100 digital and print assets annually to support all University departments and programs
- Pitched innovative design concepts to program directors and faculty during regular meetings, leading to enhanced visual communication strategies and higher student enrollment
- Packaged files for print and digital display, coordinating requisition orders with vendors to ensure timely delivery
- Helped develop, implement, and document the University's revised brand guidelines
- Established great rapport with local print shops and other vendors, cutting production costs by 20%
- Partnered with the Director of Marketing and Social Media Officer to craft impactful advertising solutions aligned with University goals
- Helped conduct interviews for marketing department interns
- Recruited and mentored interns, providing mentorship in design and copywriting

July 2015 - March 2020

Owner & Freelance Graphic Designer | TH Designs | Warren, MI

- Delivered tailored graphic design and brand development solutions for small businesses and individuals across Metro Detroit, gaining 2 to 3 new clients each year
- Cultivated client trust through free consultations and regular project updates, ensuring satisfaction and strong client relationships
- Independently managed multiple projects, ensuring on-time delivery and client satisfaction

April 2015 - April 2016

Visual Communications Director | Oakland University Student Congress | Rochester, MI

- Created marketing materials for over 50 organization events and initiatives, increasing attendance by 15% compared to the year prior
- Assisted Marketing Director in managing the Student Congress website and social media platforms
- Collaborated with executive board members to develop solutions for student body issues on campus and within the Rochester community
- Supervised a team of 7 design students, providing guidance, design mentorship, and ensuring timely project completion
- Conducted interviews for executive board and committee positions
- Successfully managed multiple design deadlines, balancing creative demands with efficient organizational practices and project management

SKILLS

- Drawing / digital illustration
- Brand development, implementation, and management
- Social media, online native, and various forms of digital advertising
- Print design, set-up, and file preparation
- Mailing production
- Generative AI exploration and prompt development
- Packaging design
- Workflow optimization and project management
- Excellent communication in both remote and in-person work settings
- Advocacy for diversity, equity, and inclusion (DE&I)
- Team leadership
- Basic Spanish proficiency

PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- Sketch
- Google Workspace
- Meta Business Suite
- Microsoft Office
- Proficiency in both macOS and Windows interfaces
- Canva
- Generative AI Platforms

EDUCATION

Sept. 2013 - Apr. 2017

**Oakland University
Rochester, MI**

- Bachelor's of Arts & Sciences in Graphic Design
- Spanish language minor
- OUTAS scholarship recipient
- National Honors Society inductee
- Wilson Award nominee
- Work featured in the Spring 2017 Senior Thesis Showcase