

Taihea Hurst

Art Director, Designer, and Illustrator

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Experience

August 2020 - Present | Huge Inc., Birmingham, MI | Art Director

- Providing art direction and designs for brands across Huge's network of clientele (including UScellular, Bluevine, Chrysler, Dodge, Ram, Alfa Romeo, Jeep, and Fiat)
- Creating concepts for print designs, email communications, social media, online native ads, multimedia messaging, various out-of-home ad pieces, and other media
- Preparing and packaging final assets for client delivery and production
- Conducting design research to better understand project briefs and client needs
- Meeting strict, overlapping deadlines for multiple projects simultaneously; balancing anywhere between 3 to 7 design projects weekly
- Conceptualizing and pitching fresh ideas to current and potential clients
- Presenting work to teammates during internal reviews and company-wide workshare events
- Working alongside teams of project managers, copywriters, creative directors, and other art directors to ensure project needs are met
- Collaborating, connecting, and maintaining consistent communication with teammates across Huge's global network in a fully remote workspace

February 2018 - August 2020 | Madonna University, Livonia, MI | Graphic Designer

- Designing, updating, and seeking means of production for digital and print graphics for all University departments and programs
- Presenting new, innovative design ideas to program directors and other head faculty in weekly or biweekly meetings
- Preparing and packaging files for print or digital display and placing requisition orders with each vendor
- Helping develop, implement, and document the University's revised brand guidelines
- Establishing one-on-one relationships with local print shops and other vendors to ensure production deadlines are met
- Working alongside the Director of Marketing and Social Media Officer to idealize the best advertising solutions for each of the University's goals
- Helping conduct interviews for marketing department interns
- Oversight of two interns that assist with design needs and copywriting

August 2017 - March 2020 | Red Lobster, Madison Heights, MI | Server

- Providing guests with a high-end dining experience, exceptional customer service, and top-notch hospitality while helping fellow front-of-house team members do the same
- Multi-tasking and managing 3 to 5 parties of anywhere between 1 and 20 guests at one time
- Staying knowledgeable about menu offerings and staying up-to-date on monthly promotions

July 2015 - March 2020 | TH Designs, Warren, MI | Owner & Freelance Graphic Designer

- Providing freelance graphic design and brand development services to individuals and small business owners around the Metro Detroit area
- Developing great rapport with clients by offering free consultations and performing bi-weekly status updates on projects

April 2015 - April 2016 | Oakland University Student Congress, Rochester, MI | Visual Communications Director

- Creating marketing graphics for all organization events and initiatives
- Helping the Marketing Director manage the Student Congress website and social media pages
- Working alongside the other members of the Congress executive board and legislation
- Overseeing 7 design students who form the VC Committee, which aids in project completion
- Conducting interviews for other Student Congress executive board and VC committee positions
- Managing multiple overlapping project deadlines
- Participating in Congress meetings with the entire organization to discuss and find solutions for student body issues both on campus and within the Rochester community

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
- Packaging design
- Effective work flow
- Project management
- Excellent communication in both remote and in-person work settings
- Advocate for diversity, equity, and inclusion in the workplace
- Team leadership
- Basic Spanish language 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

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