

CATHRYN HUFF GRAPHIC DESIGN

CV SUMMARY

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PROFILE



I am an experienced, brand-driven, creative design professional with excellent communication and presentation skills. I focus on understanding and building emotional connections with my clients and their businesses and delivering design and marketing solutions that work.



As an art director, I am conceptual and confident in setting design strategy, and in directing artists, photographers and vendors. I manage projects with conscientious communication, time management, encouragement and attention to team dynamics.



As a hands-on designer, I am skilled in Adobe Creative Suite and Microsoft Office, as well as copywriting, editing, photo styling, production and illustration. I have a keen sense of design, layout, typography and color, and I am passionate about branding and its critical role in marketing and strategy.



I am a nimble and creative thinker with strategic and commercial strength, and I have the energy and experience to thrive in a fast-paced, multi-tasking environment. At the same time, I am flexible, calm, and easy to work with, and I find passion and joy in being a graphic designer.



"At Hallmark, Cathryn was most prized for her creativity and fine sense of aesthetics. Her strongest professional workstyle trait was her ability to work with many different personalities and functions and to build a sense of team. Cathryn was always excited by each new challenging project, and her enthusiasm was contagious to all of her colleagues. She had an excellent results-oriented attitude."

— Mary Evans, former manager at Hallmark Cards

INTERESTS: travel, hiking, musical theater, playing guitar in band, tennis, golf, biking, home renovating.

PROFESSIONAL EXPERIENCE

NAI SunVista (commercial real estate) • Albuquerque
Marketing Graphic Designer (2016 to 2021)

Virginia Conference of the United Methodist Church • Richmond
Graphic Designer (2012 to present)

Cathryn Huff Graphic Design
Designer / Art Director (1993 to present)

Clients include: Hallmark, Kodak, Xerox, Aquent, United Methodist Publishing House, Creating Keepsakes Magazine, Enesco, Shear Madness Haircuts for Kids, Figi, Virginia High School League, Godwin High School, Premier Pet Products, The Hilb Group, Shady Grove Center for Creative Arts, Studio Performance Academy, The City of Albuquerque, Paws and Stripes, Samaritan Counseling Center, Meals on Wheels, Source America, CharacterWorks

CharacterWorks (formerly Christian Youth Theater) • Richmond
Graphic Designer / Set & Costume Designer (2002 to present)

Jostens • Richmond
Yearbook Specialist / Art Director (2007 to 2010)

American Century Investments • Kansas City
Senior Graphic Designer (1999)

Three Dog Bakery • Kansas City
Creative Director / Graphic Designer (1998)

Hallmark Cards • Kansas City
Creative Product Designer / Art Director (1986 to 1998)
National Scrapbooking Spokesperson (1998)

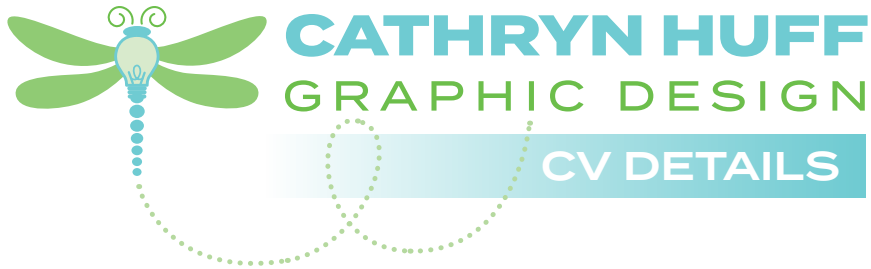
Portfolio: web design · logos · business systems · advertising · publications · social media · branding · capital campaigns · direct mail · books · brochures · calligraphy newsletters · powerpoints · signage · posters · web graphics · packaging · displays wall graphics · gift wrap · greeting cards · specialty gift products · gift bags costumes · yearbook covers · furniture · car wraps · store interiors · dog treats and collars · websites · wall murals · window graphics · alphabets · event branding

EDUCATION

Arizona State University
BFA in Graphic Design

Parsons School of Design
Summer intensive in Graphic Design

Up With People
Year-long world tour with international, educational, entertainment group



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Freelance Graphic Designer

1993-present

Past and present clients: Hallmarks Cards, Kodak, Hilton, Shear Madness for Kids, Three Dog Bakery, Christian Youth Theater, CharacterWorks Theater for Kids, Samaritan Counseling Center, The City of Albuquerque, Studio Performance Academy, All God's Children Summer Camp, COBA Construction, Virginia High School League, Creating Keepsakes Magazine, Memory Makers Magazine, Paws & Stripes, Meals on Wheels, various churches, nonprofits, schools and individuals.

NAI SunVista (formerly NAI Maestas & Ward)

April 2016-October 2021 • Albuquerque, NM • In-house Graphic Designer

My responsibilities include developing and applying the brand to all marketing materials (print, web and social media) for commercial real estate brokers; event design and implementation; presentation design; in-house event marketing and social media.

Virginia Conference of The United Methodist Church

March 2012-present (via remote contract) • Richmond, VA • In-house Graphic Designer

I completely rebranded the Virginia conference: the logo, the monthly publication, conference displays, all printed materials and the website (www.vaumc.org). Currently design various logos, display materials, collateral, publications and presentations.

Jostens

2007-2010 • Richmond, VA • Sales Associate and Graphic Designer

I designed covers and layouts for yearbooks all over Richmond, assisted advisors with yearbook theming and creation, ran workshops and trained advisors in the use of the online creation program, designed marketing and direct mail pieces and prospected new business.

CharacterWorks (formerly Christian Youth Theater Richmond)

2002-present (via remote contract) • Richmond, VA • Graphic Designer

I design the logos for each of 7 shows a year, plus summer camps, and apply them across the board to t-shirts, programs, websites, advertising, posters, merchandise, social media and lobby decor. I recently rebranded the company during the name change from Christian Youth Theater Richmond (www.cworkstheater.org).

American Century Investments

1998-1999 • Kansas City, MO • Senior Graphic Designer

As an in-house designer, I designed financial materials from 401(k) enrollment poster campaigns to full financial prospectuses and annual reports.

Three Dog Bakery

1997-1998 • Kansas City, MO • Creative Director

I applied the Three Dog Bakery brand to everything in this fledgling company: ads, stationery, DOGalogs, product packaging, product naming and concepts, a cookbook, merchandise, retail store design and layout, wall graphics, and displays. I also created the brand standards manual for franchisees as we rolled out new bakeries all over the country.

Hallmark Cards

1986-1998 • Kansas City, MO • Creative Product Designer

I worked on many product lines over 12 years, including seasonal greeting cards, Christmas boxed cards, gift wrap, specialty gift product, and new product development. In the more traditional business units, I collaborated with an editor, a marketing associate and many artists and writers to create product lines of visually and editorially-balanced product. This included business planning, trend forecasting, creative research, running design projects, art directing, photo styling, lettering, and plenty of presentations.

In the Product Discovery & Development business, I worked on cutting-edge personalized product, such as greeting cards, invitations and photo product where customers could personalize their messages, designs and photos. Although these things are common now, we were pioneering the touchscreen and print-on-demand technologies before most people even had an email account (1990-1994). We partnered with Kodak to create a storefront in Chicago called "Image Gallery" very early in the digital photography world—photos on CD and digital cameras were brand new.

My experience on that project led me to another new emerging business—scrapbooking. As Hallmark's National Scrapbooking spokesperson, I created and designed about 30 scrapbooking kits/packages, and I spoke to retailers about the potential of this emerging business. I was also featured on radio and TV as the face of Hallmark memory-keeping products.

Berns & Kay

1985-1986 • Bethesda, MD • Graphic Designer

I cut my teeth on entry level graphic design work, including the yearbook for the Baltimore Orioles. I was hired away by Hallmark Cards, Inc.