

# BIANCA HUGHES

GRAPHIC DESIGN | BRAND MANAGEMENT

 (973) 536-9484

 hi@biancahughes.com

 biancaxdesign.com

Highly motivated and talented professional empowered with hard-working, dedicated, and well expansive professional skills. A goal-oriented Graphic & Visual Designer with over seven years of experience in graphic design, visual design, brand management, and business development. Highly skilled in creating visual design and imagery concepts and developing the overall layout and production design for advertisements, social media, events, and marketing campaigns. Experienced in meeting deadlines and working under pressure with a high level of awareness and adaptability in fast-paced environments.

## PROFESSIONAL EXPERIENCE

### Creative Director & Project Coordinator

LBU Inc | 2018 – Present

- Monitor the visual development, preparations, and approvals of manufactured merchandise utilized in promotional campaigns for global brands, including L'Oréal, The MET, and Nike.
- Build and provide production-ready artwork for vector and high-resolution files, create and alter art files supplied by clients, and direct a group of six designers to preserve departmental efficiency.
- Develop innovative concepts, virtual renderings, and prototypes of branded sewn merchandise utilizing assets and client artwork, and drive product development and design.
- Design, manage, troubleshoot, and verify all production art files necessary for embellishment processes such as screen printing, dye sublimation, embroidery, heat transfer, and debossing.
- Collaborate closely with the sample maker and manufacturing team on art layouts, product engineering, pattern making, and quality control standards for artwork, file organization, and department workflow.
- Make detailed product renderings and technical sheets to communicate project elements such as construction, art direction, material, and ornamentation information.

### Freelance Designer

Art Heart's Fashion | 2018 – Present

- Curate and design engaging social media campaign to promote New York, Los Angeles, and Miami Fashion Weeks.
- Keep and improve corporate identification by designing engaging graphics for annual event campaigns influenced by current fashion trends and banners, backgrounds, and digital graphics for print and web mediums.
- Use the appropriate colors and layouts for each graphic and ensure the final graphics and layouts are visually appealing and on-brand.
- Review final layouts, suggest improvements when necessary, and work with a wide range of media and graphic design software.
- Created digital and print visuals for event marketing campaigns that were visually consistent across different ad platforms, including banners, social media rollouts, billboards, etc.
- Establish creative direction for the company within brand guidelines.

## EDUCATION

### Robert Busch School of Design Kean University | 2015

BFA in Graphic Design, Interactive,  
Print and Screen

## SKILLS

### Job-Related Skills

- Creative problem solver
- Team leadership
- Creative thinking
- Excellent communication
- Customer service expert
- Brand management
- Project management
- Product development
- Vectored & digital arts
- Graphic design
- Digital & print media
- UX & UI design
- Content creation
- Photo retouching
- Infographic & illustration
- Business development

### Technical Tools

- Adobe Creative Suite  
(*Photoshop, Illustrator,  
InDesign*)
- Microsoft Office Suite
- Google Workspace

## Freelance Designer

Self-employed | 2014 – Present

- Manage, design, and develop visual branding and identities for clients and businesses (logos, typography, imagery and graphic design).
- Create consistent images across social media channels for the business, and adapt, maintain, and expand the brand's visual tone.
- Create visual communications such as adverts, branding, publicity materials, and magazine layouts and liaise with clients to determine their requirements, timescale, and budget.
- Manage client proposals from typesetting through to graphic design, print and production, work with clients' ideas, and manage their expectations.
- Review final layouts and suggest improvements if required, keep up to date with design and software trends and conceptualize visuals based on requirements.

## Graphic Designer

High Times Magazine | 2016 – 2017

- Collaborated with clients to generate gifs and promotional advertising for cannabis industry digital marketing campaigns.
- Directed the visual branding of editorial platforms by collaborating with the editor and chief on image selection and graphic trends.
- Provided branding advice for event marketing efforts and created concepts and visual tactics for web graphics and social media.
- Created banners, flyers, and social media content for event marketing campaigns.
- Created designs and collaborated with the technical team to complete projects and developed, implemented and managed marketing and design items.

## Sublimation Operator & Graphic Designer

LBU Inc | 2014 – 2016

- Enhanced client demand for dye-sublimated items by growing the company's in-house printing department with mass-production digital printers and management.
- Modified and created artwork for various product patterns, textiles, and sewed materials and delivered color correction and file manipulation skills for vector art and imagery.
- Handled Pantone matching and converting, and the production of virtual renderings and promotional visuals for branded apparel.
- Oversaw Product Online database and search engines, website administration and maintenance, and completed in-depth product design tests using updated software tools.
- Designed website layouts, templates, and unique branded looks and developed creative designs for print materials, banners and signs.

## INTERESTS



Traveling



Marketing



Fashion



Business



Branding



Graphic  
Design

## REFERENCES

- Available upon request