

BIANCA

BIANCA HUGHES

Creative Director & Graphic Designer

BiancaxDesign.com
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Animated communicator with a passion for visual storytelling.

I'm a visual designer with 8+ years in developing creative designs and adapting these ideas into actual products and brand assets. My curiosity and versatility allows me to adapt to various design aesthetics & mediums including print & digital branding and product development. This is not limited to my insight on brand & Identity. My knowledge in branding, graphic design and technical design provide a solid foundation to lead projects from mental concepts into finished brand assets cross all mediums.

EDUCATION

BFA: Graphic Design: Interactive, Print and Screen

Minor: Marketing

Robert Busch School of Design
Kean University
2015

TECHNICAL SKILLS

Adobe Creative Suite
Photoshop
Illustrator
InDesign
Microsoft Office
Word
Power Point
Outlook
Google Workspace

SKILLS

Technical Design
Visual Branding & Development
Product Rendering & Mock-ups
Creative Directing
Project Management
Customer Service
Adaption of brand guidelines
Screen Printing
Dye- Sublimation
Pantone Color Matching

PROFESSIONAL EXPERIENCE

Creative Director & Technical Graphic Designer *LBU Inc.* 2018 – present

- Oversee the visual development, preparations & approvals of manufactured sewn merchandise used in promotional campaigns for brands across the globe including L'Oreal, Kiehl's, Nike, etc.
- Produce design concepts and technical mock-ups for branded merchandise. Set-up & provide production ready artwork including vector and high resolution files.
- Work directly with clients to translate ideas into art direction and communicate product expectations effectively to manufacturers. Submit visual design concepts for brainstorming and approvals.
- Collaborate with client, sales team, manufacturer and vendors to ensure product specifications are viable.
- Create thorough technical renderings and tech sheets, to communicate project details including construction, art direction, material and embellishment details.
- Work closely with the sample maker and manufacturing team on art layouts, product engineering and pattern making.
- Set-up, administer, troubleshoot and approve all production art files required for embellish techniques including screen printing, dye sublimation, embroidery, heat transfer & debossing.
- Implemented quality control standards for artwork and department work flow.
- Supervised a team of 6 designers to maintain department productivity, procedures and responsibilities while meeting project deadlines.
- Evaluate & inspect finish product and direct product photography.
- Evaluate best solutions after analyzing causes that contributed to project obstacles.

Sublimation Operator & Graphic Designer *LBU Inc.* 2014 – 2016

- Increase client demand for dye-sublimated products by expanding company's in-house printing department with mass production digital printer equipment and management.
- Adjust & prepare artwork for various product patterns, textiles & sewn materials.
- Provide skills in color correction and file manipulation for vectored and imagery production art. Pantone matching and converting product development.
- Website management, updating and brand up keep.
- Product Online database management.

Graphic Designer *HIGH TIMES Magazine* 2016 – 2017

- Manage visual branding for editorial platforms by working closely with editor & chief on Imagery selection and graphic trends.
- Collaborate with clients to produce gifs and promo ads for digital marketing within the cannabis industry.
- Advise on visual branding for event marketing campaigns. Produce concepts and visual strategies.
- Produce digital and print graphics for event marketing campaigns to fit multiple ad platforms while staying visually consistent including banners, social media roll outs, billboards, ads and more.

FREELANCE EXPERIENCE 2014 – present

Francine Parham • The Madison Group • The Noble Truth Project • Iota alpha alpha Chapter • Newark Beth Israel Medical

- Lead, develop, and create visual brand & identities for clients and companies. (logos, typography, imagery and graphic design)
- Design consistent visuals for brand social media across platforms.
- Adapt, maintain and expand brands visual.

Art Heart's Fashion 2018 - present

- Maintain & expand brand Identity by creating exciting graphics for annual event campaigns inspired by current fashion trends.
- Curated and designed engaging social media campaigns to increase event awareness for New York & Los Angeles Fashion Week & Miami Swim Week.
- Create graphics for print & web mediums; including banners, back drops, digital ads, etc.