

BIANCA

BIANCA HUGHES

Creative Director & Graphic Designer

BiancaxDesign.com
Hi@biancahughes.com

Animated communicator with a passion for visual production & storytelling. I'm a visual designer with 8+ years in developing creative concepts and transforming them into tangible brand assets. I come from a background in graphic design and brand & identity. My curiosity and versatility allows me to adapt to various design aesthetics & produce for mediums like print & digital branding and product development. This is not limited to my insight in project management, customer service, team leading. My experience in branding, graphic design and teamwork provides a solid foundation to lead projects from mental concepts into sufficient 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

Graphic Design
Visual Branding & Development
Product Rendering & Mock-ups
Vectored & Digital Art
Product Development
Project Management
Customer Service
Adaption of brand guidelines
Screen Printing Separations
Dye - Sublimation
Pantone Color Matching
Photo Retouching & Manipulation

PROFESSIONAL EXPERIENCE

Creative Director & Project Coordinator *LBU Inc.* 2018 – present

- Oversee the visual development, preparations & approvals of manufactured merchandise used in promotional campaigns for brands across the globe including L'Oreal, The MET, Nike, etc.
- Produce creative concepts and virtual renderings/mock-ups of branded sewn merchandise, using assets and custom artwork. Lead product development and design.
- Work directly with clients to translate ideas into clear visual art direction. Communicate product expectations effectively to manufacturers. Submit visual concepts and mock-ups for brainstorming and approvals.
- Bridge the gap between client, sales team, manufacturer and vendors to ensure product specifications are viable.
- Create thorough product 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 & provide production ready artwork for vectored and high resolution files. Produce and manipulate custom or provided art files
- Prepare, 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, file organization and department work flow.
- Supervised a team of 6 designers to maintain department productivity, procedures and responsibilities while meeting project deadlines.
- Inspect finish product. Direct product photography and retouch images.
- 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 art and imagery.
- Pantone matching and converting.
- Produce virtual renderings & promotional graphics of branded sewn merchandise.
- Manage Product Online database and search engines. Website management & updating.

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 campaigns within the cannabis industry.
- Advise on visual branding for event marketing campaigns. Produce concepts and visual strategies for social media and web graphics.
- 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 tone.

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.