



Hello, I'm

# Paige Huntman

Art Director. Graphic Designer. Nice Person.

## Contact

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269-479-9903

PaigeHuntman.com

Linkedin.com/in/  
paigehuntman

Buchanan, Michigan

## Skills

### Professional

Art Direction

Print

Digital

Packaging

Illustration

Photo Retouching

E-mail Marketing

Brand Development

### Software

Adobe Creative Suite

Adobe Experience Manager

Figma

Procreate

Sketchup

Google Workspace

## Education

Associate in Arts

Southwestern Michigan

College

2013 - 2016

## Profile Summary

Imaginative and diligent graphic designer with over 8 years of experience. Possesses a high degree of creativity and familiarity with a variety of print and digital mediums. Proficient in various design software including, Adobe Creative Suite, Adobe Experience Manager, Figma, and more. Proven track record of innovative and eye-catching deliverables that exceed client expectations. A talent to quickly grasp new skills and easily gain a comprehensive understanding of brands and the ability to develop high-level, effective visual solutions. Effective time-management and problem-solving skills, allowing the completion of projects independently while also maintaining maximum cooperation with other members of the team. A laid-back, eager-to-work creative aiming to contribute to the success of an organization through innovative ideas and exceptional design.

## Experience

### Art Director

Aisle Rocket | Chicago, Illinois | 2021 – 2024

Responsible for bringing design solutions to life that adhere to marketing strategies and brand goals. My primary skills included a deep knowledge of print design, from concept to production, extensive experience sketching scenes for photo and video direction, leveraging functional design for various brands' landing pages, and authoring articles through AEM.

- Developed multiple Point-of-Purchase packages per project launch, that elevated, differentiated, and functioned on-brand & on-strategy
- Rendered and presented design mockups and decks for revision and feedback
- Lead client presentations, effectively communicating design concepts & incorporating client feedback
- Managed projects from concept to delivery
- Paid keen attention to detail during all prepress processes
- Created banners and interactive elements for web, increasing user engagement
- Collaborated with developers to implement responsive designs, ensuring optimal display on various devices
- Componentized various landing pages to update their look and ease of use
- Provided art direction for photo, video, and set propping, resulting in captivating visuals used for print, digital, and social
- Managed multiple design projects simultaneously, meeting all deadlines & exceeding client expectations



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### Art Director

Moersch Hospitality Group | Baroda, Michigan | 2018 - 2020

An in-house designer who successfully translated provided subject matter to concrete assets. Daily contribution with multiple team members of various departments to ensure the success of projects.

- Regularly managed and directed projects, i.e. brochures, catalogs, signage, packaging, photography, social content, e-mails, web banners, and various merchandise
- Lead design on various product labels, including cream wines, canned cocktails, varietal lineup, and multiple beer can releases
- Designed eye-catching logos and branding materials for various events & business expansions
- Provided design direction for trade show events that attracted potential customers & generated new business leads
- Created engaging email marketing campaigns, which increased click-through rates
- Coordinated with printers and vendors to ensure the timely delivery of high-quality printed materials
- Consistently recognized for fresh & innovative ideas

### Graphic Designer

Working Person's Store | South Bend, Indiana | 2016 - 2018

Remotely took direction from written or spoken ideas and converted them into various forms of design, while staying within company branding. Produced a wide range of projects, print & digital, from merchandise to billboards to emails, as well as, product photography and photo editing for e-commerce and social platforms.

- Provide a variety of design solutions for clients to select from
- Managed and completed multiple projects simultaneously
- Consistently met employer and client needs and deadlines

### Freelance Designer

Michigan, Indiana, Chicago | 2013 - 2023

A highly motivated, creative, and innovative graphic designer with 10+ years of experience designing stunning visuals for a wide variety of digital and print media. Proven track record of success in collaborating with clients to create visuals that exceed their expectations while staying within the desired budget.

- Develop effective branding guidelines for a variety of clients
- Advised clients on the best strategies for their products and desired audiences
- Delivered high-quality designs and exceptional customer service, contributing to a steady flow of new project opportunities and increased client referrals

*Additional experience history is available upon request.*