


# AUSTEN HUTH

GRAPHIC DESIGN & ILLUSTRATION

(708) 921-1566 

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I am a versatile, strategy-driven Senior Graphic Designer and Illustrator with over 15 years of experience crafting impactful visual identities, award-winning packaging, and multi-channel marketing campaigns. Equally adept at leading creative direction within major corporate frameworks and collaborating as an autonomous freelance partner for emerging market disruptors, I excel at transforming complex business objectives into striking, consumer-facing designs. My expertise spans the entire creative lifecycle—from technical packaging production and custom typography to commercial photography and experiential trade show design. Known for strong cross-functional leadership and interpersonal skills, I blend artistic innovation with market data to deliver cohesive design systems that command shelf presence and drive tangible results.

## EDUCATION

2005 - 2009

### GRAPHIC DESIGN & ILLUSTRATION

Northern Illinois University / BFA

## SKILLS

- **Brand Architecture & Identity:** Developing comprehensive design systems, custom logos, visual style guides, and brand voice consistency.
- **Packaging Production & Label Design:** End-to-end conceiving and technical execution of disruptive, illustration-forward print packaging and can labels.
- **Experiential Marketing & Trade Shows:** Full lifecycle management, environmental graphic design, logistics, and vendor coordination for high-impact trade show booths.
- **Commercial Photography & Art Direction:** Planning, location scouting, talent coordination, and executing product and lifestyle shoots, including full post-production editing.
- **Digital & Multimedia Marketing:** Creating targeted social assets, executing digital campaigns, infographic storytelling, copywriting, video production, and motion graphics/animation.
- **Web Design & UX/UI Prototyping:** Designing interactive wireframes, prototypes, and executing cross-device website QA testing in collaboration with development teams.

## WORK EXPERIENCE

### SENIOR GRAPHIC DESIGNER

American Licorice Company - La Porte, IN | 2019 - 2026

Create visually engaging, high-quality assets across a range of projects, ensuring they are strategically aligned with business objectives. Work spans various mediums, from digital and print to multimedia, delivering impactful solutions that support brand goals and drive results. Partner with cross-functional leadership teams, product managers, and developers to protect brand identity while executing effective design solutions.

- **Creative Leadership & Collaboration:** Lead creative teams with clear direction to develop innovative and impactful solutions, cultivating open communication across teams to drive productivity and cross-functional partnerships.
- **Brand Integrity & Systems:** Develop and maintain comprehensive design systems to guarantee absolute visual consistency across all media touchpoints.
- **Award-Winning Campaigns & Packaging:** Oversee the entire project lifecycle—from conducting market research and defining product features based on customer feedback to prototyping—ensuring timely delivery and stakeholder satisfaction. Directly contributed to multiple Platinum and Gold Hermes Creative Awards for strategic marketing and print packaging design.
- **E-Commerce & Digital Development:** Develop detailed wireframes and interactive prototypes to visualize design concepts, ensuring seamless user interactions through iterative testing. Collaborate with web development teams to implement and refine UX concepts and execute product launch plans with e-commerce and sales teams.
- **Commercial Photography Production:** Plan and execute product and lifestyle photography shoots, managing budgets, resource allocation, and pre-production mechanics including concept development, location scouting, and talent coordination. Oversee post-production editing to deliver high-quality marketing materials.
- **Vendor & Experiential Management:** Collaborated with external vendors to create compelling trade show booths and materials, efficiently managing logistics, timelines, and review processes from concept to final execution within budget constraints.
- **Copywriting:** Write compelling copy for advertisements, product descriptions, and social media channels to actively increase brand visibility and customer engagement.

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## TECHNICAL PROFICIENCY

Adobe Photoshop (15 years)  
Adobe Illustrator (15 years)  
Adobe InDesign (12 years)  
Adobe Lightroom (12 years)  
Adobe Bridge (12 years)  
Adobe After Effects (9 years)

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## AWARDS

### HERMES AWARDS

*ALC – Family Fright Night Game Box:*  
Category: Strategic Campaigns | Marketing | Marketing / Promotion Campaign  
Award: Gold

*Red Vines – Pumpkin Spice Seasonal Packaging*  
Category: Print Media | Design | Packaging/Label  
Award: Honorable Mention

*Sour Punch – Pickle Roulette Launch Campaign*  
Category: Strategic Campaigns | Marketing  
Award: Platinum

*Multi Brand – 13 Days of Halloween*  
Category: Electronic Media | Social Media | Interactive Media | Video  
Award: Platinum

*Red Vines – Seasonal Gingerbread Tray Packaging*  
Category: Print Media | Design | Packaging | Label  
Award: Honorable Mention

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## REFERENCES

### BRITTANY WYATT

eCommerce Site Manager  
American Licorice Company  
☎ (610) 781-0122

### JANELLE PAISLEY

VP, Marketing  
Pride Mobility Products  
☎ (610) 781-0122

### ALANNA LACOVETTI

Director of Partnerships & Brand Development  
Ceres Chill  
☎ (631) 559-5545

## GRAPHIC DESIGNER | SOCIAL MEDIA SPECIALIST

Tootsie Roll Industries - Chicago, IL | 2011 - 2018

Utilized deep knowledge of social media platforms and target demographics to create strategic digital content that strictly adhered to brand design and corporate identity. Played an instrumental role in scaling internal creative capabilities and modernizing asset workflows to improve cross-functional marketing integration.

- **In-House Team & Infrastructure Build:** Played a key role in establishing an in-house design team and implementing a digital asset management system to streamline the organization of outsourced packaging and media files.
- **Social Campaign Management:** Oversaw the entire lifecycle of social media campaigns from planning to execution, ensuring alignment with company objectives and brand guidelines while promoting products and services.
- **Data-Driven Analytics:** Analyzed social media metrics using data-driven insights to assess campaign success and identify opportunities for continuous performance improvement.
- **Multimedia Storytelling:** Utilized storytelling through video and photography to create engaging social media content that reinforces brand messaging and supports marketing objectives.
- **Visual Content & Photography:** Captured high-quality product photography optimized for web, social media, and digital/print advertisements to enhance overall brand presence and marketing materials.
- **Web Quality Assurance:** Conducted comprehensive website testing and collaborated with back-end developers to ensure seamless integration of web and app logic across devices, maintaining a high-quality user experience.
- **Customer Engagement:** Delivered prompt and helpful responses to customer inquiries and feedback across multiple social media channels to ensure excellent customer service.

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## FREELANCE GRAPHIC DESIGNER

Freelance - Remote | 2015 - CURRENT

Serve as an autonomous creative consultant and partner to independent, market-disrupting brands across the beverage, CPG, and luxury automotive spaces. Scale corporate-level design, packaging, and brand system capabilities directly to agile businesses, managing projects from initial concept to shelf placement.

- **Disruptive Label Design (Haymarket Beer Company):** Conceptualize and execute illustration-forward craft beer can labels, leveraging striking custom typography and bold visuals to command shelf presence and reinforce brand personality.
- **Product Launch Packaging (Ceres Chill):** Partner closely with executive brand teams to concept and design packaging architecture for innovative new product launches, matching strict market objectives.
- **Brand Architecture & Logo Creation:** Build and manage complete visual identity systems and custom logos from the ground up to ensure consistency for emerging companies.
- **Information Design:** Translate technical product mechanics and brand storytelling narratives into clean, highly engaging infographics for digital and retail use.
- **Visual Content Creation:** Capture and edit high-quality commercial product photography tailored specifically for elevated web, social media, and digital advertising campaigns.
- **Experiential Trade Shows:** Manage the complete lifecycle, environmental graphics, and logistical timelines of compelling trade show booths and collateral from concept to physical build.