

# AUSTEN HUTH

GRAPHIC DESIGN & ILLUSTRATION

(708) 921-1566



<https://austendesigns.godaddysites.com/portfolio>



austenlynne@gmail.com



473 Homestead Road  
LaGrange Park, IL



## ABOUT ME

I am a versatile designer with experience in multimedia, marketing, and print design, known for strong collaboration and interpersonal skills. I excel at working with cross-functional teams to bring creative visions to life, using innovative problem-solving to deliver solutions aligned with business objectives and consumer needs. Passionate about blending strategy and creativity, I craft impactful designs that drive engagement and results. Committed to continuous professional growth, I stay current with emerging design and technology trends to ensure my work remains fresh and effective.

## EDUCATION

2005 - 2009

### GRAPHIC DESIGN & ILLUSTRATION

Northern Illinois University / BFA

## SKILLS

### MEDIUMS / BRANDING & MARKETING EXPERIENCE

- Digital Campaigns
- Social Assets
- Branding (ex. style guides and voice)
- Print materials (ex. sell sheets, ads, brochures, etc)
- Packaging Production
- Video
- Animation
- Experiential Marketing (ex. trade shows)
- Web design (ex. UX & UI)

## SKILLS

15 yrs | Adobe Photoshop

15 yrs | Adobe Illustrator

12 yrs | Adobe InDesign

12 yrs | Adobe Light Room

12 yrs | Adobe Bridge

9 yrs | Adobe After Effects

## WORK EXPERIENCE

### SENIOR GRAPHIC DESIGNER

American Licorice Company - La Porte, IN

2019 - CURRENT

I create visually engaging, high-quality assets across a range of projects, ensuring they are strategically aligned with business objectives. My work spans various mediums, from digital and print to multimedia, delivering impactful solutions that support brand goals and drive results.

- Develop and maintain design systems to ensure brand consistency
- Lead creative teams with clear direction to develop innovative and impactful solutions.
- Cultivate collaboration and open communication across teams to drive creativity, productivity, and cross-functional partnerships.
- Partner with cross-functional teams to maintain brand identity and ensure a consistent, impactful presence across all media.
- Prioritize and efficiently manage multiple projects, ensuring alignment with design specifications and budget constraints.
- Oversee the entire project lifecycle, ensuring timely delivery, budget adherence, and stakeholder satisfaction.
- Collaborate with cross-functional teams, including product managers and developers, to deliver effective design solutions that meet business requirements.
- Plan and execute product and lifestyle photography shoots, managing pre-production, including concept development, location scouting, and talent coordination.
- Oversee post-production processes, including image editing and final asset delivery, ensuring high-quality marketing materials.
- Manage budgets and resources to ensure efficient and cost-effective execution of photography projects.
- Collaborated with external vendors to create compelling trade show booths and materials, managing logistics, vendor needs, and review timelines from concept to final execution.
- Conduct market research to analyze customer needs, industry trends, and competition.
- Prioritize product features based on customer feedback, research, and business goals.
- Develop and execute product launch plans, collaborating with e-commerce and sales teams on promotions.
- Develop detailed wireframes and interactive prototypes to visualize design concepts.
- Ensure seamless user interactions and navigation through testing and iteration.
- Collaborate with web development teams to implement and refine design concepts for optimal user experience.
- Write compelling copy for ads, product descriptions, and social media to increase brand visibility and customer engagement



## 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

## REFERENCES

### SHIN-WEY LU

Creative Resource Manager  
Feed Dating App  
📞 (708) 415-3923

### JANELLE PAISLEY

Creative Director  
American Licorice Company  
📞 (610) 781-0122

### KEVIN RICHARSON

Social Media Marketing Manager  
Tootsie Roll Industries  
📞 (773) 225-9138

## SOCIAL MEDIA SPECIALIST

Tootsie Roll Industries - Chicago, IL

2011 - 2019

As a Social Media Specialist at Tootsie Roll, I utilized my knowledge of social media platforms and their target audiences to create strategic content that adhered to brand design and identity. I 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.

- 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.
- Analyzed social media metrics using data-driven insights to assess campaign success and identify opportunities for continuous improvement.
- Utilized storytelling through video and photography to create engaging social media content that reinforces brand messaging and supports marketing objectives.
- Delivered prompt and helpful responses to customer inquiries and feedback across multiple social media channels, ensuring excellent customer service.
- Collaborated with cross-functional teams to ensure seamless integration of social media strategies into broader marketing and communication plans.
- Captured high-quality product photography for web, social media, and digital/print advertisements to enhance brand presence and marketing materials.
- Conducted comprehensive website testing and collaborated with back-end developers to ensure seamless integration of web and app logic across devices, maintaining high-quality user experience.

## FREELANCE GRAPHIC DESIGNER

2016 - CURRENT

Freelance - Remote | Part Time

As a freelance designer, I partner with bold brands to build visually driven identities—working with companies like Premier Products, a manufacturer of luxury vans, RVs, and buses; Ceres Chill, a sustainability-led brand redefining breast-pumping for modern mothers; and Haymarket Beer Company, where I've designed multiple can labels with an emphasis on striking illustration, typography, and shelf disruption. My work spans beverage branding,

- Collaborate with the Ceres Chill team to design packaging for innovative product launches, ensuring alignment with brand identity and market objectives.
- Captured high-quality product photography for web, social media, and digital/print advertisements to enhance brand presence and marketing materials.
- Design infographics to enhance brand storytelling and effectively communicate key messages.
- Designed and managed the creation of compelling trade show booths and materials, overseeing logistics, timelines, and execution from concept to completion.
- Create and manage design systems, including logo creation, to uphold brand consistency.
- Created disruptive can label designs for a Chicago brewery, pushing fresh visual concepts that cut through the noise on shelf and reinforced brand personality.