



# CATHRYN HUFF

## GRAPHIC DESIGN

617 Cedar Hill Rd. NE • Albuquerque, NM 87122  
cathrynhuff1214@gmail.com • 804.304.7761 • [cathrynhuff.com](http://cathrynhuff.com)

### SUMMARY

I am an **experienced, brand-driven, creative design professional** who focuses on understanding and building emotional connections with my clients and their businesses and delivering design and marketing solutions that work.

As an art director, I am conceptual and confident in setting design strategy and in directing artists, photographers and vendors. I manage projects with conscientious communication, time management, encouragement and attention to team dynamics.

As a hands-on designer, I have a keen sense of design, layout, typography and color, and I am passionate about branding and its critical role in marketing and strategy.

I am a nimble and creative thinker, and I have the energy and experience to thrive in a fast-paced, multi-tasking environment. At the same time, I am flexible, calm, and easy to work with, and I find passion and joy in being a graphic designer.

### SKILLS

- + Exceptional visual design abilities, from concept development to creation and delivery of polished final pieces (print and web)
- + Extensive experience in copy writing/editing, photo styling, production and illustration
- + Excellent interpersonal, communication, and presentation skills
- + Adept in Adobe Creative Suite and MS Office
- + Highly organized, self-motivated and able to work well under pressure with time-sensitive deadlines

### EXPERIENCE

#### **Freelance Graphic Designer**

Past and present clients: Hallmark Cards, Kodak, Xerox, Hilton, Shear Madness for Kids, Three Dog Bakery, Meals on Wheels, Christian Youth Theater, CharacterWorks Theater for Kids, Samaritan Counseling Center, The City of Albuquerque, Creating Keepsakes Magazine, Memory Makers Magazine, Paws & Stripes, All God's Children Summer Camp, COBA Real Estate Investment, Virginia High School League, Virginia Conference of the United Methodist Church, River Oaks Ranch, Loving Thunder Therapeutic Riding, as well as various churches, nonprofits, schools and individuals.

#### **Cisneros Design**

*Santa Fe, NM • Graphic Designer*

I did original graphic design and production for a variety of clients and formats (including web graphics and editing.)

#### **NAI SunVista (formerly NAI Maestas & Ward)**

*Albuquerque, NM • In-house Graphic Designer*

Responsibilities included developing and applying the brand to all marketing materials (print, web and social media) for commercial real estate brokers, event design and implementation, presentation design, in-house event marketing and social media. Took the leadership role in re-branding the firm, which included redesigning all collateral from signage to print to the website. Responsible for social media strategy, design, editorial and execution.

## EXPERIENCE

(continued)

### **Virginia Conference of The United Methodist Church**

*Richmond, VA • In-house Graphic Designer*

Designed and implemented a complete rebrand for the Virginia conference: the logo, the monthly publication, conference displays, all printed materials and the website ([www.vaumc.org](http://www.vaumc.org)). Additional design included various department and program logos, display materials, collateral, publications and presentations. Solely responsible for the layout, design, editing and production of a 36 to 72-page monthly magazine for 8 years.

### **CharacterWorks (formerly Christian Youth Theater Richmond)**

*Richmond, VA • Graphic Designer*

Designed and implemented a complete rebrand from CYT to CharacterWorks, which applies to collateral for 8 mainstage shows a year, plus summer camps: logos, t-shirts, programs, website, advertising, posters, merchandise, social media and lobby decor. Currently the organization's graphic designer on a contract basis.

### **American Century Investments**

*Kansas City, MO • Senior Graphic Designer*

Designed financial materials from 401(k) enrollment poster campaigns to full financial prospectuses and annual reports.

### **Three Dog Bakery**

*Kansas City, MO • Creative Director*

Responsible for the application of the Three Dog Bakery brand to everything in this fledgling company: ads, stationery, DOGalogs, product packaging, product naming and concepts, a cookbook, merchandise, retail store design and layout, wall graphics, and displays.

### **Hallmark Cards, Inc.**

*Kansas City, MO • Creative Product Designer*

Leadership role in concepting, designing and directing the production of various product lines, including seasonal greeting cards, Christmas boxed cards, gift wrap, specialty gift product, and new product development. This included business planning, trend forecasting, creative research, running design projects, art directing, photo styling, lettering, and myriad presentations.

Also held the role of Hallmark's National Scrapbooking spokesperson, creating and designing scrapbooking kits/packages, and speaking to retailers about the potential of this emerging business. Frequently featured on radio and TV as the face of Hallmark memory-keeping products.

## EDUCATION

### **Arizona State University**

BFA in Graphic Design

### **Parsons School of Design**

Summer intensive in Graphic Design

### **Up With People**

World Tour cast member

## DESIGN AWARDS

### **Awarded by the United Methodist Association of Communicators**

- + Awards of Excellence for Print Design, Special Publication, and Campaign Design & Strategic Planning, 2012
  - + Best in Class award of excellence for Visual Design, 2013
  - + First Place in Visual Design Print or Electronic for the Virginia United Methodist Advocate magazine, 2013
  - + First Place for Virginia United Methodist Foundation's 2013 Annual Report
  - + Best of Class Robert F. Storey Award of Excellence for the Virginia United Methodist Advocate magazine, 2018
- (Additional awards listed at [CathrynHuff.com/testimonials](http://CathrynHuff.com/testimonials))

## IN MY FREE TIME

Travel, hiking, musical theater, playing guitar in worship band, tennis, pickleball, golf, biking, sign language