**Hunter Hoag**

413-441-8031 Hunter@hwhcreative.com

Hwhcreative.com

**Summary**

Goal-driven graphic artist, photographer, and educator, successful at applying complex design and photo editing skills to create art that informs and engages customers or directed audience. A passionate printer with an eye for detail and exceptional organization.

**Core Competencies**

* Adobe Creative Suites • Organization Skills • Figma • Teaching • Branding & Identity • Webflow
* Package Design • Mockups • Wide Format Printing • Project Management • Adobe Illustrator

**Experience**

**HWH Creative Design**

***Graphic Design, Photography, & Education*  May 2019 - Present**

* Spearheaded packaging design projects, ensuring alignment with client branding and audience engagement objectives.
* Managed client relationships, overseeing project timelines and deliverables to meet design needs effectively.
* Produced high-quality graphics and style guides tailored to target audiences, enhancing product visibility and brand recognition.
* Utilized photography skills to capture product images for packaging and advertising purposes, enhancing visual appeal and customer engagement.
* Consulted with clients to identify creative solutions for all things design, from missions and values, to logos, to packaging, to websites, providing end-to-end support from concept development to final production.

**Berkshire Community College**

***Digital Arts Adjunct Professor*  Jan 2023 - Present**

* Created and directed a custom curriculum for an introduction to computer graphics class.
* Used the curriculum to teach students how to use the basics in the adobe suites, mainly Photoshop and Illustrator.
* Taught file organization, shortcuts, and other small tasks that are usually overlooked.
* Taught an efficient process for students to learn how to create a functional mock builder by the end of the semester.

**Harry’s Bar & Grill**

***Service Staff – Bartender*  Dec 2022 - Present**

* Customer Service, Hospitality, and Satisfaction.
* Knowledge of TOAST systems front and back.
* Food & Beverage Service. Mixology.
* Selling Dishes and Serving drinks Responsibly.
* Here as a security, striving to become part of the design field, full time.

**JCPenney Portraits**

***District Assistant Support Manager - DASM*  Nov 2022 – Jan 2023**

* Assisted management support for the New England region.
* Created schedules to fit with employee requirements and company standards.
* Ensured Customer satisfaction in and out of the studio to increase positive studio reviews. and to sure everyone came and left satisfied.
* Created and used sales techniques to ensure a daily customer average above $100.

**ISlide USA**

***Creative Operations Manager* Oct 2021 – August 2022**

* Directed packaging, signage, and design operations, overseeing print production processes, and ensuring adherence to branding guidelines.
* Supervised a team of designers and printers, optimizing workflow efficiency and fostering skill development.
* Conducted quality checks on designs, maintaining consistency and compliance with licensing requirements.
* Implemented SOPs and training materials to standardize design procedures and enhance staff performance.
* Tracked key performance indicators (KPIs) to minimize errors and improve overall design quality.

***Lead Production Designer – Sock Department* Feb 2020 – Oct 2021**

* Pioneered production, packaging, and design processes for dye-sublimation on socks, achieving efficient production and timely order fulfillment.
* Orchestrated the launch of a new design process, successfully completing an 8,000-unit order within two weeks.
* Created packaging templates and conducted quality checks on over 150,000 units, ensuring consistency and product integrity.
* Managed inventory and reported factory defects to overseas partners, facilitating continuous improvement in packaging quality.

***Junior Designer - Associate* May 2019 – Jan 2020**

* Processed and quality-checked packaging designs for over 300 orders daily, maintaining consistency and adherence to branding standards.
* Collaborated with overseas partners and licensing teams to ensure product designs met color, dimension, and material quality requirements.
* Developed custom packaging designs based on client specifications, supporting product differentiation and brand identity.
* Contributed to print production activities as needed, ensuring accurate replication of designs.
* Generated trendsetting designs for both the footwear and its packaging, driving product popularity and customer engagement within the ISlide community and among major athletes.

**Red Barn Pizza May 2017 – Aug 2019**

***Kitchen Staff – Pizza & Grille***

* Summer Season staffing at red barn pizza.
* Customer Service, Hospitality, and Satisfaction.
* Efficiency Improvement.
* Grill food preparation, Pizza making.

**Education**

 **Anna Maria College – Paxton, MA May 2019**

*Bachelor of Science – Graphic Design*

* Focus on Brand Strategy and Brand Identity, UX/UI, Package and Print.

Originally went to school for Art education and found a passion for the digital and production arts. Currently fulfilling my dreams of teaching at Berkshire Community College and am looking for the opportunity to continue my own education for a master’s in graphic design or a sought-after certification from Rhode Island school of Design.

**Additional Information**

I have been in the design industry since 2019, practicing daily in the Adobe creative suites and other modern software like Affinity, Procreate, Figma, since 2016. Keeping up to date on current design trends and techniques to ensure the best quality and most efficient processes possible. Specializing in design for print, 2D and 3D, Photo, clothing, etc. With skills gained from past experiences in custom footwear and professional photography events, I have used my knowledge to expand my skillset and researched FDM to develop a new skill. I am passionate about learning, and love to see a finished product.

A little bit about me personally, I am outgoing, always asking challenging questions to understand things better. I love learning new things and fun facts. I believe having a basic knowledge of everything will show natural patterns, and you can use that knowledge of patterns to make connections and solve issues without the use of certain resources, but I do love diving into a well written book to find the answer. I have been interested in all trades since a young age. During weekends or the seasons, I wasn't in school I would help my father with his construction business, building homes and foundations, or working on our cars, or I was painting or building some sort of art piece. I love working with the resources I have available to me at hand but will always spend the money to get the job done right.

Some of my hobbies include playing hockey and lacrosse. I love to snowboard and surf. I love lifting weights and making sure my body is healthy and mendable to whatever the day brings. I spend a lot of my free time 3d printing and researching how to code and research how to create simple processes to yield the best results in any field of production.