yvette hunt

creative director
designer
brand builder

www.linkedin.com/in/yvettehunt
817 808 2895
yvettehuntdesigns@gmail.com
Portfolio available on request.

who i am

I am a progressive, tech-savvy, big-picture, and forward thinking creative professional. I conceive and execute breakthrough ideas that elevate the brands I serve. I'm interested in working with a great team of driven people. I roll up my sleeves to create barrier-breaking communications.

what i do

I manage the creative process to deliver:

- Design
- Creative Direction/Art Direction
- Brand Development/Brand Management
- Logo/Identity Design
- Advertising and Retail Promotion
- Print Design – Offset, Flexo, Screen, Digital
- Event Graphics/Coordination
- Publication, Editorial, and Catalog Design
- Direct Mail
- POP, In-Store and Restaurant Graphics
- Illustration
- Package Design
- Web Design
- Photo/Video Art Direction
- Photo Retouch/Photo Compositing
- Typography
- Copy writing/Editing
- Content Management

how i do it

Expert Skills in: Adobe Creative Suite – InDesign, Photoshop, Illustrator, Acrobat, Web content development and management
Advanced Skills in: Microsoft Office – Word, Power Point, Excel
Creative Direction in: ActionScript, Director, AfterEffects, Flash, Premier Pro
Knowledge in: HTML, ActionScript, Constant Contact, WordPress
Principles of: Animation, 3D Media

additional skills

Excellent conceptual/creative problem-solving skills and ability to recognize and execute on great concepts
Strong multi-tasking, time-management, and budget-management skills
Excellent presentation, written, verbal, and math skills
Ability to translate complex technology solutions into clear communication strategies
Strong interpersonal/conflict-management skills and proven ability to manage up, down, and sideways
Ability to draw inferences from market research and apply to business strategy
Actively engaged in staying at the forefront of design trends and best practices

what i've done

sept 2014 – present

Creative Director – First Baptist Church Keller

Since joining FBC Keller, I have rebranded all communication channels including our website, logo, magazine, weekly bulletins, and events. I reach our congregation with engaging event promotions across eight ministries. I create a collective voice with imagery and content that resonates with a young, tech-savvy, family-oriented audience as well as our traditionally minded, foundational members. I design, edit, and produce our quarterly magazine, the *Lifeline,* and develop and manage content for our website

- Brand – I developed and implemented a brand strategy that speaks to our traditional, evangelical roots yet shows that we are a modern place of worship.
- Promote – I reach our audience where they are with effective designs across traditional and online media to promote large and small events including seasonal classes, multi-day summits, and learning opportunities such as our Fine Arts Academy and Summer Arts Camps. Ensure each ministry is strongly represented in our quarterly magazine. Thoughtfully execute promotions for each audience – congregational, pastoral, and public. Develop weekly bulletin in print and mobile formats.
- Manage – Develop timelines for publications and promotions using an online project management tool. Work with each ministry team and clearly communicate promotional periods with pastors and staff. Share best practices across media with web developer and AV technician. Execute promotions across media streams – print advertising, outdoor signs, social media, and in-house graphics. Provide guidance for implementation of new technology.

yvette hunt

creative director
designer
brand builder

www.linkedin.com/in/yvettehunt
817 808 2895
yvettehuntdesigns@gmail.com
Portfolio available on request.

what i've done

dec 1992 – present

Proprietor, Creative/Art Director, Designer – Yvette Hunt Designs

I achieve or exceed communication objectives by using proven strategies that positively impact target audiences and compel them to act. I provide account management services as needed including managing creative resource budgets and acting as a liaison between vendors and clients. Services include brand identity/logos, corporate communications, Web design, illustration, collateral and packaging. Clients include Baylor Health Care System, Sabre Holdings, Bell Helicopter, Pink Jacket Studio, D Custom, PanaVista, TabRassa, Implico, Opargo, and many others.

jan 2011 – nov 2012

Partner and Creative Services Director – Accelerant Marketing Alliance

I led the creative process, met with all clients to develop creative strategy, and created teams to deliver on business objectives. Services included analytics & research, print and Web design, product marketing, social media, market strategy, brand development, event marketing, brand management, PR and communications, internal communication and e-commerce.

apr 1998 – jun 2010

Design Manager and Sr. Art Director – Sabre Holdings

As a creative leader, I brought the brand vision to life with the tenacity to deliver on big plans. I grew a team of three local print designers into an award-winning, international team of designers, developers, video experts, contractors and freelancers serving 17 different brands across media on a global scale.

- Create – Elevated brand perception with customer segments. Led the creative development across internal teams and supporting agencies in strategy, creation, evolution and communication of design systems across brands. Promoted new product launches. Directed and managed the innovation, evolution and expression of brands.
- Manage – Ensured quality and consistency across all initiatives. Acted as a liaison between departments and businesses to understand strategy and marketing objectives. Ensured campaigns effectively supported these goals. Utilized online brand management tool to manage programs and facilitated sharing of best practices across teams, business segments, and departments.
- Maximize – Developed programs to educate, inspire, and maximize talents of team members to produce effective use of brand assets.
- Develop – Worked with VP of Brand Marketing to inspire a culture of design. Attracted and retained great talent. Inspired team to create world-class communication design. Promoted recognition of our work by entering design award competitions.

feb 1996 – feb 1998

Sr. Art Director – The Beaird Agency

Directed and produced a wide range of deliverables for Bennigans, Steak & Ale and Ponderosa Steakhouses including interactive CD-ROM, POP and menus for domestic corporate and international franchising.

- Oversaw creative aspects for visual concepts, logos, photography, typography and messaging cohesion and ensured projects were on time, on budget and on strategy.
- Directed extensive food photo shoots for each brand. Hired and managed freelance and contract talent.

where i studied

East Texas State University, Commerce, TX

Bachelor of Science in Communication Design

Interdisciplinary minor – illustration, photography, painting, drawing, sculpture, theater, 3D graphics