

Brian Hunt

GRAPHIC DESIGNER

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Experience

BRIAN HUNT DESIGN

Freelance Designer & Consultant - June 2020 to Present

As a Freelancer, I work with a wide variety of corporate and family-owned companies in manufacturing, tech, medical, automotive, floral and more. Projects include complete rebranding initiatives, print and digital design, packaging design, web development, marketing strategy consulting, and email campaigns.

DIPLOMAT SPECIALTY PHARMACY

Creative Lead - July 2018 to June 2020

As the Creative Lead, I developed and maintained Diplomat's visual style guide, conducted brand audits, reported on brand performance, and created design trend reports. Additionally, I guided the stylistic and conceptual direction for other designers, production artists, writers, vendors, and anyone else involved in the creative process to ensure our work aligned with Diplomat brand standards and messaging.

Graphic Designer - April 2017 to July 2018

Responsible for creating and executing design concepts while balancing client requests and feedback, visual appeal, usability, and brand continuity. I created a wide range of print and digital media for patients, physicians, and Diplomat partners. I worked closely with marketing project management and creative team members to ensure that all work followed Diplomat brand standards and communicated the desired message.

SHANNONLOREN

Creative Director - April 2016 to April 2017

Oversaw the creative process for the ShannonLoren Graphics Department. Ensured project quality by determining production schedules, setting timeline expectations, and providing creative direction to designers for all design-related projects.

Systems Administrator - January 2015 to April 2016

Managed the creation and maintenance of client databases and customer relationship management applications. Regularly performed updates to the functionality of databases to meet client expectations and provided analysis of client data which informed business decisions and targeted marketing campaigns.

Senior Graphic Designer - August 2013 to January 2015

Conceptualized and implemented design solutions in print media, digital media, and promotional materials. Worked closely with clients and teammates to achieve and exceed project expectations.

SPHERE TRENDING

Innovator of Packaging and Graphic Insights - August 2012 to August 2013

Conducted market research and created trend forecast reports for branding, retail signage, fashion, interior design, and other industries. Conceptualized and implemented design solutions in print media, digital media, and promotional materials.

Summary

I am a hard-working, critically-thinking visual communicator. My inquisitive approach to design guides my creative process and has allowed me to create meaningful and impactful solutions. I take pride in facilitating a collaborative work environment with my colleagues and clients to provide swift and thoughtful deliverables—from conceptualization to implementation.

Education

UNIVERSITY OF MICHIGAN - FLINT

Bachelor of Fine Arts - Class of 2012

Software Proficiencies

ADOBE INDESIGN



ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE XD



ADOBE PREMIER PRO



ADOBE AFTER EFFECTS



MICROSOFT & GOOGLE SUITE



WIX & SQUARESPACE

