

 EXPERIENCE

**DIRECTOR OF DBK LAB | 04.2015 - PRESENT**

THE DIAMONDBACK

- Lead team of web designers and developers to produce new assets for The Diamondback, increasing web users by over 200%
- Work with Sketch and Photoshop to wireframe and prototype a new website design to be established in late 2017
- Create strong relationships between news team and developer team by implementing weekly interdepartmental meetings

**TEACHING ASSISTANT | 01.2017 - PRESENT**

CMSC434: HUMAN-COMPUTER INTERACTION

- Grade and provide feedback to over 100 students on a weekly basis to further their understanding of User Experience
- Serve as project manager for 8 teams developing a new kiosk for the Irebe Center at the University of Maryland

**PR & DESIGN INTERN | 06.2016 - 12.2016**

SODEXO

- Used Photoshop, HTML, and CSS to make 3 wireframes and medium-fidelity prototypes to improve Sodexo's B2B blog
- Designed social media assets using Adobe Suite for Sodexo's 50,000+ Facebook, Twitter, and Instagram followers
- Planned and performed three social media campaigns, increasing Sodexo's social media engagement by over 75%

**GRAPHIC DESIGNER | 08.2015 - 05.2016**

DESIGN | CULTURES + CREATIVITY

- Designed over 20 posters in Adobe Photoshop to notify students and faculty about upcoming events for DCC
- Produced a 90-minute lesson plan and taught over 80 students basics of Adobe Photoshop for print and web design

**MARKETING & DESIGN INTERN | 05.2015 - 12.2015**

SOUTH MOUNTAIN CREAMERY

- Crafted multiple advertisements in Adobe Photoshop and Adobe InDesign for local newspapers and magazines
- Planned and executed multiple marketing campaigns, creating visual assets in Adobe Suite and writing copy
- Analyzed competitors on a weekly basis, reported results, and provided suggestions, leading to 5 new products introduced

 EDUCATION

**B.S. IN MARKETING | EXPECTED MAY 2018 | GPA: 3.5**

UNIVERSITY OF MARYLAND - COLLEGE PARK

**DESIGN | CULTURES + CREATIVITY HONORS PROGRAM**

- Focused on creativity and diverse ideas to explore emerging technologies' impact on society
- Studied Digital Media, History of Art & Tech, and Human-Computer Interaction
- Wrote, filmed, and created a web platform for a variable-perspective sitcom titled, "General Education" for a semester-long capstone project
- Awarded "Honorary Instructor" for Adobe Photoshop

**STRATEGIC DESIGN & INNOVATION FELLOWSHIP**

- Bridged the gap between marketing research, theory, and well-designed applications
- Participated in workshops to further skills in Adobe Photoshop, Adobe Muse, and Adobe After Effects
- Hired to redesign the Strategic Design & Innovation website - Expected Completion Date: June 2017
- Wrote and designed a 60-page business plan for a restaurant experience concept titled "A La Carte"
- Created a 40-page nonprofit proposal for a dog adoption agency titled "Pups on a Path"

 SKILLS

Photoshop	●●●●●	Other Skills:
HTML&CSS	●●●●●	• Microsoft Office
InDesign	●●●●●	• Content creation for Marketing/PR
Sketch	●●●●●	• Understanding of Javascript, Wordpress, Drupal, and Illustrator

 SEE MY WORK

A more in-depth view on my past work can be found at [jakehughes.net](http://jakehughes.net)