

LUDWELL R. HUGHES

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SUMMARY

Art Director specializing in graphic design, desktop publishing, layout and production, cartooning and illustration, utilizing pen and ink, markers, dyes and colored pencils. Demonstrates expertise in Macintosh and Windows computer systems, including Adobe Illustrator, Quark XPress and Adobe Photoshop. Worked in HTML environment. Experienced in educating others in Macintosh system and applications.

CAREER HISTORY

Aquent, Philadelphia, PA **2005-2009**

Performed creative design duties for various clients in the Philadelphia region; produced presentation materials, created layout and production work. Clients include:

- **The Jewish Exponent**, a weekly publication specializing in the Jewish community.
- **SilverFlame Communications, Inc.**, an advertising agency specializing in the African-American community.

MBNA America, Wilmington, DE **1998-2005**

Senior Web Designer: 2003-2005

Designed and produced web-based US credit card applications, banners and HTML email for company and affiliates. Strategized conceptual campaigns for internal and external clients.

- Assigned and managed daily activity for eight staff members.
- Developed and maintained web templates reducing designer man-hours by 36% increasing card applications online by 42%.

Credit Card Designer: 2002-2003

Created credit card designs for company affiliates, such as Lucasfilm/Star Wars and Ohio State University.

- Cataloged and maintained company and affiliate logos for company-wide usage.

Advertising Art Director: 1998-2002

Designed and implemented capacity in company's US credit card division; produced materials for direct mail, newspaper and magazine advertising, along with presentation materials, financial charts and graphics.

- Supervised color-management system throughout department of 110 artists and production managers.
- Recommended hardware and software additions and upgrades to maximize department efficiency.
- Trained and supported 25 designers on Macintosh computer system.

Art Director, Hawbaker & Partners, Inc., Pittsburgh, PA 1997-1998

Commissioned to perform creative design duties for various advertising clients; produced materials for magazine advertising and business-to-business catalogs. Created layout and production work with a specialty for vector-based graphics.

- Managed the relationship between clients and vendors for project completion.
- Serviced and maintained Macintosh computer system for company.

Art Director, R.R. Donnelley Financial, Pittsburgh, PA 1988-1996

Designed and produced annual and quarterly reports, charts and logos for various clients, along with advertising for magazines and newspapers.

- Trained and supported Macintosh computer system for company.

EDUCATION

Associate Degree, Visual Communications, Art Institute of Pittsburgh, PA