

ERIN E. HUGHES

MULTIDISCIPLINARY DESIGNER

(706) 394-9193
EEH1980@GMAIL.COM
ATHENS, GA
ERINELIZABETHHUGHES.COM

ABOUT

As a designer with a strong background in journalism, anthropology and strategic communications, I bring a unique and versatile perspective to my work. My years of experience leveraging communication strategy have allowed me to hone my skills in a variety of mediums to craft compelling designs that resonate with audiences. I approach each project with a deep understanding of how to connect with people, utilizing design to achieve business objectives and enhance user experiences.

EXPERIENCE

COMMUNICATIONS PROFESSIONAL

University System of Georgia, Athens, GA July 2017 – Present

USG Communications | Nov. 2018 – Present

- Conceptualize, plan and design high-quality web, print and multimedia projects to communicate University System goals and accomplishments to a broad-based constituency.
- Advise on internal and external design processes to ensure cohesive messaging.
- Develop templates and how-to guides to reinforce USG's visual identity and accessibility standards.
- Maintain USG brand assets and digital resources.
- Draft and edit news releases.

Notable: Wrote and built four interactive cybersecurity awareness courses with logic and branching for required annual/biannual USG employee training.

ITS Communications | July 2017 – Nov. 2018

- Collaborated in a cross-functional environment to write, edit, design and disseminate information to internal and external audiences in support of strategic initiatives.
- Created web content, employee news articles, surveys, presentation materials, marketing materials, digital signage and special projects.
- Served as communications lead for USG Cybersecurity, developing regular messaging across channels to maximize reach.

Notable: Wrote a script and helped produce a movie before using it to make a cybersecurity awareness course; engaged colleagues and raised money for USG scholarships by planning and executing a fall festival, a shoe drive, a pet calendar and an employee cookbook.

EDUCATION

M.A., EMERGING MEDIA

University of Georgia, May 2024

B.A., ANTHROPOLOGY

University of Georgia, May 2004

B.A., JOURNALISM

University of Georgia, Dec. 2003

SKILLS

- Visual design
- Conceptual design
- Information architecture
- Infographics
- Motion graphics
- Branding
- Editing
- Copywriting
- Project management
- Collaboration
- Design thinking
- Research
- Prototyping
- Wireframing
- Adobe Suite
- Google Analytics
- Figma
- Sketch
- HTML
- CSS
- JavaScript

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EXPERIENCE (continued)

REMOTE CONTRACT EDITOR

Scribendi, Athens, GA

Dec. 2016 – Nov. 2019

- Edited and proofread all manner of written and visual works, including dissertations, journal articles, novels, product brochures, corporate projects and presentations, for clients across the globe.
- Ensured rigorous quality standards (ISO 9001:2015) were adhered to, style guidelines were followed, and customer needs were met on strict deadlines.

Notable: Maintained a 4.8/5 overall satisfaction rating, with a steady stream of repeat client requests for subsequent jobs.

MANAGER / GRAPHIC ARTIST

Big Frog Custom T-Shirts, Athens, GA

Nov. 2014 – Sept. 2016

- Worked closely with clients to create custom designs and deliver one-of-a-kind apparel and accessories for them.
- Oversaw inventory, production workflow, other designers and printing equipment.
- Regularly met or exceeded monthly sales objectives.
- Promoted to manager in April 2016.

Notable: Established excellent rapport with new and existing customers, consistently scoring 9s and 10s on follow-up surveys.

ASSISTANT NEWS EDITOR / LIFESTYLES EDITOR

Athens Banner-Herald, Athens, GA

Oct. 2004 – Jan. 2014

- Coordinated with multiple departments to publish the daily newspaper, designing and editing section fronts, inside pages and A1 on deadline.
- Proofread and edited staff and wire copy for grammar, spelling, punctuation, style and factual errors.
- Assigned stories and photos, coached reporters, interns, correspondents and columnists while managing content and production for the lifestyles section.
- Created maps, graphics and illustrations to complement stories.
- Promoted from copy editor / page designer in December 2007.

Notable: Produced Newseum Top 10 front pages; conceived and designed an award-winning expanded weekly editorial section called Insight & Ideas, with graphics and illustrations articulating viewpoints on religion, history, politics, education, language and more.

ACCOLADES

2013 Design workshop leader for Georgia Press Association professional and collegiate event

2011 First-place Georgia Press Association award for redesigned Marquee entertainment section

2011 Morris Journalism Excellence Award for Page Design

2009 Society for News Design Award of Excellence for Individual Portfolio/Page Design

2009 Morris Journalism Excellence Award for Page Design

2008 Society for News Design Award of Excellence for Individual Portfolio/Page Design

INTERESTS

- Rockhounding
- Kayaking
- Duolingo
- Doomscrolling Twitter
- Anything crafty/DIY
- Legos with my son