

# ANDREA HUBBARD

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## Experience

**MXM** • Associate Art Director • New York, NY • September 2012–present

- digital design for Kraft Foods CRM program including email and website for North American markets
- print and presentation design for MXM/Kraft Foods ad sales team
- idea generation for monetization efforts to external advertisers

**Orange Element** • Art Director • Baltimore, MD • March 2006–February 2012

- concept, design, production and art direction for brand identity, print collateral and interactive
- project management, estimating and budgeting
- vendor management and press checks
- photo shoot direction for product, people and environment
- storyboard and art direction for video and commercial spots

**Family Circle magazine** • Senior Designer • New York, NY • September 2005–January 2006

- development of color palette for redesign of book
- concept food photography for photo shoots
- layout of department pages and features

**American Salon magazine** • Associate Art Director • New York, NY • November 2004–August 2005

- art direction of product photography
- content development and photo editing of fashion issues
- layout of department pages, features and monthly newsletter

**YM magazine** • Senior Designer • New York, NY • April 2003–September 2004

- research and commission of illustration
- layout of front of book, back of book, department pages and features
- hire and manage interns
- photo editing and print orders

**Tennis magazine** • Assistant Art Director • New York, NY • June 2002–March 2003

- layout of front of book, back of book, department pages and annual advertising supplement
- color correction and production
- assisted in photo shoots, photo research and archiving

**Sports Illustrated Women magazine** • Design Assistant • New York, NY • January 2002–May 2002

- assisted art director in layout preparation and design of front of book, back of book and department pages

## Education

**University of Tennessee** • Knoxville, TN • August 1997–May 2001

- BFA in Graphic Design • Magna Cum Laude

## Professional Development

**Aartrijk Brand Camp** • Austin, TX • October 2010

- brand conference presenter, “Counselor” and panelist

**Fashion Institute of Technology** • New York, NY • April–May 2004

- intermediate Adobe Illustrator class completion

**The Center for Book Arts** • New York, NY

- beginning letterpress intensive and printing with wood type

**Baltimore Clayworks** • Baltimore, MD

- basic wheel and printing on clay

## Awards

**2010 Gold ADDY Award:** The Maryland Film Festival Campaign • Orange Element

**2010 Communicator Awards:** Award of Excellence Winner (two categories) and Award of Distinction (two categories) for Grace • Orange Element

**2009 How Magazine’s International Design Annual:** Self-promotion Merit Award for Orange Element Holiday Wrapping Paper • Orange Element

**2008 Gold ADDY Award:** The Purple Tooth Wine Bar Identity • Orange Element

## Skills

**Adobe:** Acrobat, Dreamweaver, Flash, Illustrator, InDesign, Muse, Photoshop • **Keynote**  
**Microsoft Office:** Excel, PowerPoint, Word • **QPS** • **QuarkXpress**

*References available upon request*