



## AUSTIN D. HOYT

Art Director, Graphic Designer  
Web Designer, Artist

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### Mission Statement

Pursuing a full-time position as an Art Director to use established creative talents in print, brand and web design disciplines. My goals include contributing as a team member to the successes of your company and its affiliations.

### Freelance & Web Experience

**October 2010 - Present- Freelance Art Director: Ogilvy and Mather / RedWorks** - Web production, creative design and social media campaigns. Clients include UPS, American Express, Nestle, Time Warner Cable and TD Ameritrade. Design and Art Direction for AMEX Voices Corporate Executive Summit.

**March 2011 Art Director: Under Armour, Soldier Design, Boston, MA** - Worked in conjunction with Steven Cousins and the Soldier Design studio on an upcoming 2012 catalog design. Produced CAD production art for UA catalog layout.

**April - September 2010 Freelance Art Director: Phillips Van Heusen / IZOD Indy Car Series** - Creative design and production for the IZOD Indy Car Series store and windows event at Macy's Herald Square, NYC. Web banners and email campaigns were developed for the 2010 INDY 500.

**May - June 2010 Web Designer (offsite): Mowry and Ogden.com** - Developed promotional website for Mowry and Ogden. A Vermont Custom Cabinetry and Design manufacturer for home and office installment. Site developed in conjunction with Red Dot Communications, Bondville, VT

**October 2009 - March 2010 Freelance Designer: Limited Brands Victoria's Secret PINK, New York, NY** - CAD production design for Victoria's Secret PINK 2009-2010 clothing line partnership with the MLB, NFL and NCAA Football.

**January - February 2010 Web Design (offsite): Sizzle Dizzle Burlesque.com** - Developed a promotional website for Sizzle Dizzle; a performing burlesque dancer. This website helps to promote her shows and professional modeling.

**September - October 2009 Web Design (offsite): MayLaneMusic.com, New York, NY** - Developed interactive audio and informational website for MaylaneMusic.com, an aspiring country music artist. Designed branded look and web site design using Flash and Dreamweaver.

**October - December 2009 Web Design (offsite): Sibling Rivalry Sports.com, New York, NY** - Developed branded interactive audio and informational website for Sibling Rivalry Sports.com, an ESPN sports talk radio show.

**November - December 2009 Freelance Designer: AIX Armani Exchange, New York, NY** - Production design for Armani Exchange's promotional outdoor signage, in-store graphics and promotional brand press release book. Other design contributions included designing website banners to promote online sales.

**September - December 2007 Freelance Designer: SJI Associates, New York, NY** - Promotional tee-shirt designs for Madison Square Garden, concepts for HBO programming, creative concepts for Scholastic Inc. *39 Clues* interactive game.

### Work Experience: Staff

**2008 - 2009 Junior Art Director: Van Wagner Communications, LLC, New York, NY** - Developed successful creative solutions that contributed to sales income of Van Wagner. Design contributions included:

- Company brand development, web development, email blasts, sales brochures, presentations for available media space in both outdoor and aerial media applications.
- Developed design and executed production for the *Footlocker College Hoops Tour*.

**2006 - 2007 Designer: The Byne Group, Suffern, NY** - Responsibilities: Brand identity for The Hollows at Blue Hill, event space signage for Clarion Safety Systems, outdoor signage for a *Nyack College Golf* tournament fundraiser.

### Education

- **2002-2006:** Bachelor of Science in Graphic Design, Pennsylvania State University-Pennsylvania College of Technology, Williamsport, Pennsylvania.
- **2005:** Rockhampton Australia, Six month semester abroad, Central Queensland University.

### Achievements / Honors

- **April 2011:** Volunteered time to speak over a *Skype* video chat to the 2011 Penn College Graphic Design program.
- **June 2011:** Received acceptance into the Penn College curriculum Advisory Committee for Graphic Design.

### Computer Experience

Adobe Creative Suites 4&5, Photoshop, Illustrator, InDesign, Flash design, animation and actionscripting, Dreamweaver, Mac OS 10 and Windows operating systems.

