



# SASHA R. HUSTON

## GRAPHIC DESIGNER

### CAREER STATEMENT

Graphic designer skilled in visual communication, including publication design, branding, illustration, and infographics. Adept at working with teams and peers to manage overlapping project timelines to ensure deadlines are met. Experienced in advising management on graphics-related matters.

### EDUCATION

#### BACHELOR OF FINE ARTS

Graphic Design

Awarded May 2023

The University of Akron, Akron, OH

#### ASSOCIATE OF APPLIED BUSINESS

Visual Communication & Design in Graphic Design

Magma Cum Laude

Awarded December 2019

Cuyahoga Community College, Cleveland, OH

### PROFICIENCIES

#### ADOBE CREATIVE SUITE

- Acrobat DC
- After Effects
- Illustrator
- InDesign
- Lightroom Classic
- Photoshop
- Premier Pro
- XD

#### MICROSOFT OFFICE

- Excel
- Forms
- Outlook
- PowerPoint
- Teams
- Word

#### WEBSITE DEVELOPMENT

- HTML
- CSS
- Bootstrap
- PHP
- WordPress Content Management System

#### MARKETING & PROJECT MANAGEMENT

- Hootsuite
- Monday.com
- Trello
- Meta Business Suite
- X (formerly Twitter)

### MEMBERSHIPS

American Institute of Graphic Arts

Omicron Delta Kappa, National Leadership Honor Society

Phi Theta Kappa Honor Society

### EXPERIENCE

#### Key Profits Fundraising, Brunswick, OH

Graphic Designer, July 2023–Present

- Supervise and train freelance graphic designers
- Update standard operating procedures and create templates for day-to-day tasks, including proofs, work orders, standard email communications, and organizational processes
- Work with clients on projects from concept to completion, including
  - Initial concept meetings to discuss what is included in the project
  - Create project timelines using Trello based on client deadlines or event dates
  - Design required artwork options using Adobe Illustrator
  - Build mockup(s) and digital proof(s) using Adobe InDesign to send for client review
  - Coordinate with management to order all required materials using online manufacturer or SAGE Member Access software after receiving client approval
  - Submit project to production team, and follow up to ensure project deadlines are met
  - Verify production completion with a quality control check prior to finalizing project with client
- Build and manage online fundraising stores using the Order My Gear platform for clients, including
  - Build the store within OrderMyGear.com
  - Communicate with clients about all steps of their fundraising sale by sending a beta site for client review, providing access to view fundraiser earnings, and sending periodic updates on their fundraiser to ensure their goals are being met
  - Provide client with social media pieces created in Adobe Photoshop
  - Close online store when the sale ends, and run reports generated by OrderMyGear in Microsoft Excel to collect relevant data for processing orders received through the fundraiser
  - Work with management to ensure all orders are fulfilled on time by ordering necessary apparel and promotional items
  - Move all necessary parts of orders into production, verify production completion, and finalize customer's sales through communication regarding pick up or delivery of individual orders
- Maintain and update company website as needed using WordPress

#### Office of Inspector General for the Board of Governors of the Federal Reserve System and Consumer Financial Protection Bureau, Washington, DC

Graphic Design Intern, January 2021–April 2023

- Worked closely with subject-matter experts to develop 20 audit report graphics for 7 Board-issued audit reports and 3 Bureau-issued audit reports
- Provided expert-level advice to subject-matter experts on appropriate use and placement of audit report graphics by reading audit report drafts to determine weak areas that could benefit from graphics followed by meetings with the team to discuss usage
- Applied Section 508 accessibility standards to interactive web-based PDFs through the application of alt text and captions for images, correct document reading order for easy and accurate screen reader usage, and verification that all graphics meet color-blind standards
- Developed presentation materials in Microsoft PowerPoint for use in quarterly all-staff meetings
- Developed graphics in Adobe Illustrator for use on internal and external websites
- Illustrated, produced and organized a comprehensive, standardized icon library for efficient use throughout reports, tables, and graphics by ensuring all icons are available in both vector and raster formats



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Phi Theta Kappa Honor Society

- Led redesign of the annual *Interest* investigations magazine, including
  - Designed layout of all articles and information in Adobe InDesign by ensuring appropriate and consistent use of section headlines, article headlines and sub-headlines; through the appropriate placement and use of icons and graphics created in Adobe Illustrator; and through sourcing and using appropriate images to accompany articles
  - Created a fresh, new layout for the magazine's main section, *Investigative Results and Case Highlights*, including a new illustrative graphic for the annual investigative results; an updated layout system of article titles, text, and pull-out quotes; and the utilization of images with captions to create a visual break from the text
  - Ensured both OIG Brand Standards and graphic design typographic standards were followed
  - Created standard operating procedures for the creation of future annual magazine iterations
  - Organized icons, graphics, and images to increase efficiency and ensure appropriate use
  - Coordinated with Printing and Fulfillment Services to have printed copies of the magazine produced for use at conferences or recruitment events
- Spearheaded revisions to the OIG Brand Standards, including updates to the typography, iconography and color palettes
- Advised management on graphics matters, such as branding, report figures, and general standards for graphics to ensure consistency across projects
- Created branded digital backgrounds for online meetings

#### Markey Creative, Chagrin Falls, OH

Graphic Design Intern, May 2019–Nov 2019

- Designed full marketing campaign for the high school's fall play, including a playbill using Adobe InDesign, t-shirts, an advertising poster series (11"x17", 12"x18", 24"x36", 48"x84"), and social media posts and icons using Adobe Illustrator
- Helped drive rec center membership by designing an ad campaign, including a series of four posters, and social media posts and icons
- Led creative development of digital and traditional advertising
- Created project timelines using Monday.com

### LEADERSHIP

#### Hogwarts School Discord Community Server, Official Discord Partner

- Owner, June 2018–Present

#### Omicron Delta Kappa Theta Circle, National Leadership Honor Society

- President, The University of Akron, May 2021–May 2023

#### B'nai Jeshurun Congregation, Pepper Pike, OH

- Sisterhood Board member, 2017–2020
- Sisterhood Programming Committee member, 2017–2020

#### LifeAct, Chagrin Falls, OH

- *Into the Light Walk* volunteer, 2012–2020