

SUMMARY

Digital Designer and Art Director with extensive experience leading brand strategy and digital design for B2B and B2C markets. Expert in cross-channel campaigns, responsive web design, and brand systems. Proven track record of streamlining workflows and collaborating with stakeholders using Adobe Creative Cloud, Figma, JIRA, AEM, Workforce, Monday, and more...

PORTFOLIO

www.alanhuddleston.com

2025

2024

Norman S. Wright Mechanical Equipment LLC - Remote

Art Director / Marketing Manager

- Owned visual brand strategy and execution across all digital, print, website, social, and environmental touchpoints, ensuring consistent design across multiple product lines and regions.
- Lead concept, design, and production for all social media content, trade show and event displays, and large-format signage, contributing to increased brand visibility and lead generation at key industry events.
- Managed and maintained the company website, overseeing UX, visual design, and content updates; improved clarity of product information and navigation, supporting growth in inbound inquiries.
- Implemented and enforced brand design guidelines across internal and external properties, ensuring a cohesive presence across sales collateral, presentations, and environmental graphics.
- Coordinated and managed external vendors (printers, fabricators, freelance designers), negotiating timelines and costs while maintaining quality and brand standards.
- Streamlined creative workflows and marketing processes, improving project turnaround times and cross-team collaboration.
- Oversaw project management for marketing initiatives from brief through delivery, aligning stakeholders, timelines, and resources.

2024

2014

Selected Contract Engagements – Remote Clients included: AT&T, Merck, Marriott International, Bank of America, Texas Instruments, Mary Kay

AT&T

Digital Designer - Contractor

- Created visually compelling, brand-compliant email designs that aligned with AT&T's digital guidelines and campaign goals.
- Designed responsive layouts optimized for multiple devices and screen sizes, helping improve readability and click-through performance.
- Collaborated with cross-functional teams (marketing, content, developers) to translate campaign concepts into production-ready assets.
- Troubleshoot design and technical issues during email production, ensuring high-quality deployment at scale.

Merck

Digital Designer - Contractor

- Converted wireframes into brand-compliant, high-fidelity prototypes for various Merck.com applications, maintaining visual consistency and usability.
- Produced multilingual print production files and digital assets, adhering to strict compliance and brand standards.
- Delivered cross-channel, pixel-perfect digital assets (web, banners, email) that supported global marketing and product initiatives.

Marriott International

Digital Designer - Contractor

- Produced brand-compliant, pixel-perfect assets in multiple sizes for Marriott.com and Marriott mobile apps.
- Maintained and evolved design templates, systems, and brand guidelines to ensure consistency and accuracy across a large volume of digital assets.
- Served as first point of contact to approve, reject, or revise designs from third-party agencies, safeguarding Marriott's visual standards.

Texas Instruments

Digital Designer - Contractor

- Maintained and enforced digital brand guidelines across banner ads, social media, and trade show graphics.
- Led concept and design for banner ad campaigns and supported production for multiple languages and regions.
- Designed banner templates and re-specifications to improve efficiency and consistency across campaigns.
- Created social media graphics and trade show visuals that aligned with product and brand positioning.

Mary Kay

Art Director / Front End Developer - Contractor

- Conceived and designed digital banner ads and campaign assets for Mary Kay's online initiatives.
- Developed and produced web pages and digital experiences using current front-end technologies and best practices.
- Provided visual support for social media and UI/UX support for web initiatives, ensuring cohesive digital brand expression .

Pennbarry

Marketing / Communications Manager - Dallas, Texas

- Directed print design projects from concept through completion, including brochures, catalogs, and national print ad campaigns.
- Led digital and web design efforts, including landing pages, website updates, and digital marketing assets.
- Created and deployed email promotions and communications to support product launches, sales initiatives, and customer outreach.
- Managed social media marketing, large-format and environmental design, and multimedia presentations to support sales and brand awareness.
- Coordinated special event logistics and trade show presence, ensuring cohesive visual branding and effective marketing materials.
- Oversaw project management, vendor management, and purchasing for marketing-related initiatives.

2013
2011

SKILLSET

Core Skills

Digital Art Direction • Brand Systems • Campaign Concepting • Digital & Web Design • Email & CRM Design • UX/UI Collaboration • Interaction Design Support • Design Systems • Cross-channel Campaigns • Social Media Creative • Large-format & Environmental Design • Marketing Communications

Technical & Production

HTML • CSS • Responsive Email Design • Basic JavaScript/jQuery • ASP (legacy exposure) • SEO Basics • Animation • Audio/Video Editing • Copywriting for Web & Mobile • Print Production

Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, After Effects) • Figma • Sketch • Canva • Jira CMS: • WordPress • Joomla • Squarespace

EDUCATION

Undergraduate Degree - Graphic & Web Design - Art Institute of Ft. Lauderdale

CERTIFICATIONS & TRAINING

Certification: Google Analytics

Certification: User Experience (UX): The Ultimate Guide to Usability and UX - Udemy

Certification: Social Media Marketing – Udemy

Certification: Prompt Engineering: Master AI - Udemy

UX Fundamentals & Usability – Aquent

Writing for Web and Mobile – Content-First UX Design - Aquent

Ongoing learning: Interaction Design Foundation

AFFILIATIONS

• Interaction Design Foundation • AIGA Tampa Bay