

 CAROLINE HUTH

I am a seasoned designer with a broad skill set ranging from basic identity work to full scale branding and rebranding. I am mostly print-based, with a solid portfolio of logos, business papers, package design, signage, promotional materials, marketing collateral materials, and advertising (print, outdoor, broadcast, etc). I can also tackle web design (not coding), templates and presentations, tradeshow graphics, special event invitation and materials, as well as other non-traditional needs.

CONTACT

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Oak Park, IL 60304**

WORK

FREELANCE
DESIGNER/ART DIRECTOR, GRAPHIC DESIGN
MARCH '03-PRESENT

PHOENIX CREATIVE
DESIGNER/ART DIRECTOR, GRAPHIC DESIGN
OCTOBER '98-MARCH '00, NOV '00-DEC '03

BRADO CUNEO
ART DIRECTOR, ADVERTISING & DESIGN
AUGUST '97-SEPTEMBER '98

GLENNON
ART DIRECTOR, ADVERTISING
MAY '93-JUNE '97

SCHOOL

WASHINGTON UNIVERSITY
SCHOOL OF FINE ARTS
B.F.A. GRAPHIC COMMUNICATION
MAY '93

SKILLS

ILLUSTRATOR
PHOTOSHOP
INDESIGN / QUARK
POWERPOINT
COPYWRITING / EDITING

CLIENTS

ANHEUSER-BUSCH
PACKAGE DESIGN, PROMOTIONAL WORK

BORDERS
IN-STORE SIGNAGE, GIFT CARD DESIGN

WATER GIRL (PATAGONIA)
PACKAGE DESIGN, IDENTITY

ST. LOUIS POST DISPATCH
IDENTITY

GLOBALSTREAMS
Streaming Media Company
IDENTITY, WEEKLY PROGRAMMING GUIDE LAYOUT

XPLANE
The Visual Thinking Company
GRAPHICS AND POSTERS

NESTLÉ
Sunline Candies
NAMING, BRANDING, PACKAGE DESIGN & REDESIGN

ST. LOUIS BUSINESS JOURNAL
ADVERTISING

DOBBS TIRE & AUTO CENTERS
*IDENTITY REBRANDING, PRINT, BROADCAST & OUTDOOR
ADVERTISING, SHOWROOM REVAMP, WEBSITE, ETC*

THE BASSFORD SHOPS
Upscale Retail Clothing
IDENTITY, BRANDING, ADVERTISING

THE ROYALE
Food & Spirits
*IDENTITY, INTERIOR DESIGN, MENUS, SIGNAGE,
PROMOTIONAL MATERIALS*

ASPEN SPAS
*CATALOGS, SIGNAGE, PROMOTIONAL MATERIALS,
MARKETING MATERIALS, WEBSITE DESIGN*

ST. LOUIS SCIENCE CENTER
SPECIAL-EVENT MARKETING MATERIALS

SEV-REND
Tag Manufacturer
*IDENTITY REBRANDING, B2B MARKETING MATERIALS,
TRADESHOW DESIGN, OTHER*

MITEK
Building Component Equipment & Software
*TRADE SHOW DESIGN, B2B ADVERTISING,
WEBSITE DESIGN*

52nd CITY
Literary Review
CREATIVE DIRECTION, LAYOUT & DESIGN