

# Jay Kristopher Huddy

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## SUMMARY

- Over 10 years of professional print, digital and motion design experience
- Designed successful marketing campaigns for countless Fortune 500 companies
- Outstanding reputation with clients and co-workers
- Work has been critically lauded by Entertainment Weekly, Details Magazine, Wired, MovieMaker Magazine, Game Informer Magazine and The American Museum of the Moving Image

## EDUCATION

Rochester Institute of Technology • Rochester, NY

Bachelor of Fine Arts: School of Imaging Arts & Sciences, 1998

## SOFTWARE SKILLS

- Adobe Creative Cloud including Photoshop, Illustrator, InDesign, Premiere, After Effects, Flash, Dreamweaver, Acrobat Pro, and more
- Fluent on both Mac and Windows operating systems

## PROFESSIONAL EXPERIENCE

CBS Interactive / CBS All Access • Los Angeles, CA (08/2016 – Present)

Digital Entertainment Marketing Designer

- Concept to completion of original key art for CBS All Access properties including Star Trek, MacGyver, The Big Bang Theory, 2 Broke Girls, NCIS, Criminal Minds, Elementary, Scorpion, Madam Secretary, The Good Wife, Big Brother, Survivor, The Late Show with Stephen Colbert, and more.
- Tasked with building and retouching complex Photoshop composites using combinations of custom CBS imagery from studio and location shoots as well as stock photography.
- Design of pixel-perfect ad units and marketing campaign build-outs for CBS.com, CBS All Access and the CBS App.

The Economist • New York, NY (03/2011 – 05/2016)

Senior Integrated Marketing Designer

- Designed advertising and marketing collateral for magazine and mobile app including ads, advertorials, large format print, invitations, eBlasts, banner ads, and more
- Directed and produced animated and live-action video content, overseeing all aspects of audio-visual production including the hiring and managing freelance vendors while keeping projects on schedule and within budget
- Worked closely with the sales team to develop breakthrough solutions on behalf of agency to solve clients marketing challenges in unique and innovative ways
- Trained new designers and instituted a comprehensive, globally-collaborative workflow structure including content libraries, styles guides, templates and support documentation
- Produced extensive composite work using Photoshop to digitally create original artwork

Nickelodeon / Nick Digital • New York, NY (01/2010 – 03/2011)

Design Consultant

- Designed digital marketing collateral to promote tv shows, web series, games and events
- Used Photoshop to retouch celebrity photos, create composite images while instituting a streamlined graphics workflow to promote The 2011 Kids' Choice Awards
- Produced Nick.com web content to support Nick Digital

Looking Glass Magazine • New York, NY (05/2009 –01/2011)

Art Director

- Managed all aspects of publication including brand identity, photos, artwork and layout
- Created original photographic artwork to accompany articles and interviews
- Brainstormed with editors and writers to come up with compelling and innovative content to cover cutting-edge trends in fashion, entertainment and culture

Idearc Media • Baltimore, MD (07/2005 – 05/2009)

Advertising Designer

- Produced art and copy for 9.5 ads per day to support campaigns in New York, Boston, Philadelphia, Baltimore, and Washington D.C.
- Worked closely with hundreds of clients to develop effective marketing campaigns
- Independently oversaw all aspects of ad designs from concept to completion
- Used Photoshop to digitally retouch, alter and enhance photos

Element K • Rochester, NY (11/2004 – 06/2005)

Multimedia Designer

- Used Photoshop and Flash to design and implement graphics and animation for educational courseware, training software and promotional presentations
- Designed work for such clients as Microsoft, Cisco Systems and The United States Postal Service

Ogden Newspapers, Inc • Dunkirk, NY (08/2001 – 07/2002)

Assistant to the Editor

- Used InDesign to paginate the layout of daily publication while coordinating all graphics, text, and photographic elements on the page
- Wrote feature articles, conducted interviews and edited copy
- Filled in for editor on medical leave by running the lifestyles department and choosing which stories to run based on print schedule, space and newsworthiness

WHEC (NBC Affiliate) • Rochester, NY (07/2000 – 07/2001)

Creative Services Assistant

- Produced ready-for-air graphics in a deadline-driven environment
- Modified and updated pre-existing Video Designer graphics system to accommodate and integrate more commonly-used Adobe design software
- Operated studio cameras and lights, edited video packages, oversaw studio floor direction, trained entry-level crew, set up tapes for air, spot checked commercials and tuned satellite feeds

## PROFESSIONAL REFERENCES

Mark Weinstein, Senior Art Director • CBS Interactive • 805-444-3721

Kati Nawrocki, Global Creative Director • The Economist • 212-698-9717

Heather Rush, Director of Event Marketing • Nickelodeon • 917-213-2252

Tom Vullo, Senior Producer • Nickelodeon Creative Advertising • 917-584-7553

Yusef Najafi, Motion GFX Designer • Comedy Central • 202-230-3616