

Leyda Vega Hughes

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experience

12/07 - 08/11

Art Director - Cartoon Network | Atlanta, GA

Senior Designer 11/05 - 12/07

- Art directed websites for Cartoon Network TV show and movie launches.
- Designed/art directed cartoonnetwork.com iterations & redesigns.
- Collaborated with key stakeholders and information architect.
- Brainstormed with project team members to establish creative direction.
- Monitored designer's progress on projects from kick-off to launch.
- Assisted in planning designer's weekly schedules.
- Art direct freelancers.
- Designed, developed and managed online styleguides.
- Enforce new media graphics standards across multiple platforms.
- Managed three direct reports.
- Sought, interviewed and managed interns.

02/05 - 11/05

Internet Design Manager - Cox Communications | Atlanta, GA

- Designed/art directed visual unification of Cox Com's corporate websites.
- Designed/art directed online creative to align with marketing campaigns.
- Designed/art directed user interfaces of new products and applications.
- Provided art direction to content producers.
- Set and maintained online graphics standards.

11/02 - 02/04

Senior Designer - COXnet Adstudio (Cox Newspapers) | Atlanta, GA

- Provided design and creative direction for client websites.
- Designed graphical elements for AJC.com.
- Designed/art directed online advertising for multiple newspaper websites.
- Assisted in studio's aggressive shift towards rich media advertising.
- Designed/art directed valueclipper.com, (2/04).
- Led Pike Family Nursery's website redesign, pikenursery.com, (4/03).

01/01 - 11/02

Senior Designer - Cox Interactive Media (CIM) | Atlanta, GA

- Art directed staff of designers in the execution of online advertising.
- Led design of studio's highest profile web design accounts.
- Designed/art directed cleanwatercampaign.com.
- Developed original, digital illustrations for Federated Department Stores. Illustrations were seasonally updated to showcase current in-store juniors fashions featured in multiple department store chains. Illustrations were featured in Seventeen Magazine ads, in-store cyber cafe, store signage, shopping bags, in-store Flash movies, interactive viral marketing.

10/99 - 1/01

Graphic Designer - Cox Interactive Media (CIM) | Atlanta, GA

- Designed online advertising and promotional webpages for CIM's network of 26 city guide websites, (i.e. AccessAtlanta.com).

Summer '99

Graphic Design Intern - CNN En Español | Atlanta, GA

- Designed and prepared TV news graphics in fast-paced, deadline-driven, Spanish-speaking environment.
- Mastered new applications and operating systems.

freelance

08/09

Design Consultant - Kudzu.com

- Provided design, critique and recommendations for Kudzu.com's website redesign.

04/08 - 08/09

Web Designer - Fiddlehead Yarns

- Redesigned/developed FiddleheadYarns.com.
- Redesigned/implemented WordPress blog.
- Implemented Adobe Contribute as CMA. (Photoshop, Dreamweaver, CSS, WordPress)

02/09 - 06/09

Web Designer - SPS Dental

- Redesigned/developed SPSdental.com. (Photoshop, Dreamweaver, CSS)

03/04 - 11/05

Graphic Design Contractor - Cartoon Network

- Designed online advertising and promotional sites for cartoonnetwork.com's adsales sponsors.

10/04 - 12/04

Web Designer - Reaching for the Stars, Inc.

- Designed Reaching for the Stars' identity system.
- Designed/developed reachingforthestars.org. (Photoshop, Illustrator, Flash, Dreamweaver, CSS)

conferences

2009

An Event Apart | Seattle, WA

2008

Usability Week 2008 | San Francisco, CA

2007

Future of Web Design | New York, NY

2006

HOW Design Conference | Las Vegas, NV

education

May '99

Ringling School of Art & Design | Sarasota, FL

Bachelor of Fine Arts

Graphic & Interactive Communication.

Summer '94

Rhode Island School of Design | Providence, RI

Pre-College Summer Studies

Graphic Design. Full scholarship.