



Drew Huddleston

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personal statement

Highly experienced, passionate and skilled **designer / developer** seeks to contribute over five years experience planning, strategizing, directing, designing, and developing world-class entertainment brands (Kanye West, Disney, Keith Urban, etc.) to a London based agency.

achievements

- **Chosen to be sole designer / developer** as Ticketmaster expanded echo's services to Europe based on skillset, ability to work directly with clients and understanding of digital space
- **Played a key role in acquiring, developing and launching Kanye West account** by creating concept art for client pitch, art directing third-party agency creating key art and assisting primary flash developer with ActionScript
- **Instrumental in echo's rapid growth** from a local provider to a nationally-recognized web design company for a diverse group of major artists (Ice Cube, KoRn, etc)
- **Improved quality of company deliverables** by drafting and implementing echo's "Creative Process" methodology

skills

- Expert knowledge in industry-standard design software: **Photoshop, Illustrator, Flash, InDesign**
- Expert knowledge of **HTML, CSS, XML** and **JavaScript**
- Intermediate-advanced knowledge of **PHP** and **ActionScript**
- Taking a project step-by-step from client kickoff to launch including: concept creation, **project estimation**, technical / functional planning & innovation, art direction and design, site build and/or prepress
- Developing **creative strategies** and design approach
- Developing concepts, **wire frames**, and original art
- Leading **brainstorming** sessions
- Balance client desires with business realities



experience

echo Senior Designer // Oct 2008 - Present
Ticketmaster; London, UK

- Design and prototype compelling brand experiences
- Develop studio workflow process
- Liaise with sales, clients and account managers
- Advise clients about information architecture
- Estimate project resource allocation and scope
- Schedule, prioritize and maintain traffic control
- Establish goals and timelines
- Participated in employee interviews / advise on hiring
- Develop community driven websites using:
HTML, CSS, JavaScript, Flash, and PHP

Senior Designer // Jan 2004 - Oct 2008
echo; Nashville, TN

- Clients include: Kanye West, Korn, Kelly Clarkson, Keith Urban, Brad Paisley, Rascal Flatts, Dierks Bentley, Faith Hill, Ice Cube, Dolly Parton, Disney, and SLO.
- Supply art direction and/or hands on execution
- Develop creative strategy based on brand's audience, situation, goals, budget and timeline
- Develop & implement innovative solutions to achieve goals
- Interface with clients and client managers
- Gather and analyze project information
- Determine entire project aesthetic

Desktop Publisher // July 2003 - Dec 2003
Music City Record Distributors; Nashville, TN

- Rebranded MCRD self publication
- Coordinate & communicate with multiple vendors
- Design signage, advertisements, bi-weekly publication

education

Bachelor of Fine Arts, 2003
Graphic Design Major, Illustration Minor
Middle Tennessee State University, Murfreesboro, TN

affiliations

AIGA - the professional association for design
the615 - association of Nashville based designers
SOLID - leadership development association