



hope gunston

Designer / Creative Director
www.hopedesigns.com

summary

Expertise in design principles, creative process, interaction design, user-centered experience design, brand development and creative leadership and direction.

objective

To provide beautiful and affordable design services to clients in need of a trustworthy, conscientious and enthusiastic freelance designer.

education

Bachelor of Fine Arts
Electronic Imaging/Design
University of Massachusetts,
Dartmouth.

technical skills

PC, MAC and Linux literate
Adobe Suite Products: Photoshop,
Illustrator, InDesign, After Effects,
Animate, Dreamweaver,
HTML5 and CSS
Microsoft Office
LightWave
Maya

references

Available upon request.

freelance designer since 2000

The best part of freelance work is the breadth and possibility of new challenges that come my way. I love exploring the most innovative ways to help my clients recognize their full potential and realize their goals. No job is too large or too small — if you are passionate about your project, we will have fun working on it together!

work experience

June 2013 – present

LEAD VISUAL DESIGNER/SR. WEB DEVELOPER, LifeReimagined.org, an AARP site

- // Deliver stunning, interactive design and innovative concepts that convey world class user experience, story-telling, and product engagement. Ensure collaboration across departments to meet all stakeholder's goals and expectations. Provide creative direction for team of designers, contractors/freelancers and agencies to ensure brand integrity. Work closely with Development team, and oversee product design through development and testing.
- // Design required printed materials such as interactive test workbooks, event booklets and signage, and market research reports.

October 2011 – February 2015

SR WEB DESIGNER, AARP –Various Projects

- // Provided contract services for E&O and Membership Departments: visual design, app/widget design, e-commerce website design and development.

January 2010 – December 2012

CREATIVE DIRECTOR, LifeTuner.org, an AARP financial literacy project

- // Brand Development — Defined and communicated the LifeTuner brand to the team and its partners. Protected the brand ensuring that all creative products remain true to the brand strategy. Developed creative programs and designed concepts that met LifeTuner business objectives and that advanced the brand strategy.
- // Visual Design — Created detailed, compelling visual designs that supported the LifeTuner identity. Designed all website pages and assets, HTML e-mails, online newsletters, and other online marketing and social media materials. Designed and produced all printed collateral, such as signage, business cards, posters, banners, flyers, etc. Oversaw creative direction for the entire suite of online tools and functionality, and collaborated on rich media designs.
- // Project Management — Managed all design projects from concept and kick-off through completion. Recruited and supervised freelance or third-party work-for-hire designers. Managed all traffic through the project design queue.
- // Product Development — Partnered with the Product Management and Development staff and the business/strategic team in the development and refinement of the website and the online tools. Reviewed all designs in development with site developers and product manager to interface designs with dynamic back-end web technologies.

June 2004 – October 2007

WALT DISNEY ANIMATION STUDIOS, Burbank, CA

// Sr. Cross Training Specialist (July 2005 - October 2007)

- Designed and produced department print and web requirements. Project management — artist downtime programs, reporting initiatives, consulting programs. Trained Disney Animation employees in third-party and proprietary software. Designed and implemented new training curriculums and classes. Managed all daily fine arts classes, instructors and models. Identified, designed and oversaw the development of new resources for production.
- // Business Systems Associate (January - August 2005)
Responsible for project management and organization of content, timelines, and deliverables for an external and internal website for Disney Animation. Liaison to technical resources for development and production of both sites.
- // Internship with Artist & Professional Development (June 2004 to April 2005)
Provided department support, organized documentation, and assisted trainers in classes. Catalogued the department Book & Video Library and created a searchable website for it. Assisted Sr. Manager with various classes and lectures for the Story Training Program.