Austin Huynh

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Education

University of California, San Diego (UCSD)   2018 – 2022
B.A. Interdisciplinary Computing & the Arts; Minor in Computer Science

Professional Experience

BELACARTES   Sept. 2023 – Present
Marketing Manager
- Conceptualized, developed, and deployed a custom-coded Shopify site using HTML/CSS, JavaScript, and Liquid, creating a tailored and visually appealing e-commerce experience.
- Developed and executed comprehensive marketing strategies to increase brand visibility and customer engagement across digital and offline channels leading to over $250k in annual sales.
- Designed graphics for social media and product packaging, ensuring alignment with brand identity

Hilton & Hyland   May 2024 – Dec. 2024
Graphic Designer
- Designed luxury marketing materials, including property brochures, listing presentations, and digital advertisements, contributing to a year-to-date sales volume of over $251 million in 2024.
- Created tailored visual content for high-profile listings, aiding in the successful sale of multiple properties exceeding $20 million, including record-breaking transactions in Beverly Hills.
- Produced print-ready files and for vendors to ensure high-quality production of marketing materials.

A.S. Graphic Studio   Sept. 2020 – Sept. 2023
Senior Graphic Web Designer
- Designed digital and print materials for campus-wide events presented to over 30,000+ students.
- Collaborated closely with clients to conceptualize and craft custom graphics and apparel.
- Worked with renowned music artists to create compelling marketing material for concert promotions.
- Deployed websites to promote various event series in interactive digital formats.

UCSD Esports   Oct. 2021 – Dec. 2022
Visual Designer
- Produced visually captivating designs and graphics for various digital platforms, including social media, websites, and marketing materials, to promote collegiate esports events, teams, and products.
- Developed and maintained a cohesive brand identity, ensuring visual consistency across all design assets and aligning them with the esports team's overall aesthetic.

Projects

otherduties.co - Github   HTML/CSS, Astro, Tailwind, Javascript, Figma
- Designed digital wireframes and prototypes in Figma.
- Translated client requirements and brand guidelines into captivating visual designs, incorporating user-friendly navigation, responsive layouts, and aesthetically pleasing color schemes.

asce.ucsd.edu - Github   HTML/CSS, PHP, Javascript, Wordpress
- Collaborated with designers to create a website which fostered student engagement for concerts.
- Automated content management to web pages with Javascript for administrator's ease of use.
- Created a custom Wordpress theme using HTML/CSS and PHP.

Skills

Design: Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects), Figma, typography, layout design, color theory, logo design, design trends, branding, UI/UX Design
Technical: HTML/CSS, JavaScript, PHP, three.js, Astro, React, Bootstrap, Tailwind, Shopify Liquid, Git/Github, Wordpress, email/newsletter design, GA4, Google/Meta Ads, Excel