

HUGH SPIRES III

Graphic Designer

Graphic Designer with 7+ years of experience creating marketing materials, branded content, and multiplatform visual assets across events, brands, and freelance clients. Experienced in fast-paced production workflows including layout design, presentations, print and digital collateral, social graphics, and website updates. Detail-oriented with a strong focus on organization, brand consistency, and high-quality creative execution.

EMPLOYMENT HISTORY

CONTENT DESIGNER 2025 – 2026
SXSW Conferences & Festivals *Austin, TX (Hybrid)*

- ◆ Created and produced branded digital content supporting SXSW programming, live event coverage, and audience engagement initiatives across web and social platforms
- ◆ Designed graphics for multi-platform marketing materials using Adobe Creative Suite, Canva, & CapCut
- ◆ Managed website updates, publishing workflows, and SEO-focused content organization through WordPress
- ◆ Collaborated cross-functionally with content and marketing teams to maintain cohesive branding and support real-time communications Maintained organized asset libraries

GRAPHIC DESIGNER 2019 – Present
Freelance *Austin, TX*

- ◆ Designed marketing materials, presentations, branded collateral, social graphics, and multi-platform campaign assets for 50+ clients across multiple industries
- ◆ Developed layouts, templates, and visual systems for print, digital, and short-form video content using InDesign, Photoshop, Illustrator, Premiere Pro, and After Effects
- ◆ Collaborated directly with clients to maintain brand consistency and deliver high-quality creative solutions under tight deadlines

EXPERIENCE COORDINATOR 2022 – 2024
KEY Concierge *Austin, TX (Hybrid)*

- ◆ Coordinated logistics and client experiences across luxury vacation properties in 10+ national markets
- ◆ Managed high-volume communication between clients, vendors, and internal teams in fast-paced environments
- ◆ Utilized CRM and project management systems to maintain organization, communication, and service quality

EDUCATION

BACHELOR OF FINE ARTS THEATRE EDUCATION 2016 – 2020
Texas State University

- ◆ TEFL Certification
- ◆ President of Alpha Psi Omega (Fine Arts Honor Society)

SKILLS

Google Workspace, Microsoft Office Suite, Adobe Creative Suite, Content Coordination, Analytics Tracking, Trend Research, Canva, CapCut, Figma, UX Design, Digital Marketing, SEO Optimization, Video Editing