

# COREYHINE

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Senior designer with expertise in print and web design, brand creation and evolution, website and app development, client communication, art direction, and design and art mentorship. Excels in a fast-paced, collaborative environment.

## Software Expertise

Mastery skill level in  
**Adobe Photoshop - Illustrator - InDesign - Acrobat - ActionScript 3.0**

Extensive experience in  
**HTML5 - CSS - JavaScript/JQuery - Hubspot**

Proficient with  
**Microsoft Word - Excel - Powerpoint**

## Experience

2016 -  
2024

### **Lead Graphic Designer**, Lucet (formerly New Directions)

- Lead designer, responsible for implementing, maintaining, and evolving brand
- Major part of two major rebrandings, including logo, website, fonts, and palette
- Trained and mentored designers, leading team meetings and learning sessions
- Oversaw brand implementation and evolution, including creative direction
- Collaborated with designers, writers, web developers, and business partners daily
- Presented concepts and final projects to internal and external clients
- Developed concept and led multiple marketing campaigns
- Finalized projects, optimizing for web and creating press-ready files
- Managed aggressive workload and timeline with multiple daily projects

2019 -  
present

### **Co-Founder and Creative Lead**, TrapStreet Studios

- Concepted, designed, and programmed mobile and desktop application
- Created and implemented brand for product, web presence, and marketing
- Communicate and interact with users, implementing feedback, often within days

2005 -  
2015

### **Production Designer**, Hallmark Business Connections, Hallmark Cards

- Lead designer for corporate identity projects, helped create and evolve brand
- Lead designer for print and web-based promotions and business greetings website
- Created production designer guidebook for new employees
- Completed print production work, often with only a few hours lead-time
- Performed color-corrections and photo editing, working closely with art directors
- Earned two promotions in three years and highest year-end rating available

2011 -  
2013

### **Instructor of Digital Illustration**, Pittsburg State University

- Created custom Photoshop guide book, aimed specifically at artists
- Built curriculum, implementing illustration and photography paths

## Honors

**Pillar of Excellence Award, Innovation** – *Hallmark Business Connections*

**Honorable Mention, PhotoSpiva** – *George A. Spiva Center for the Arts*

**Merit Award, PhotoSpiva** – *George A. Spiva Center for the Arts*

## Education

2003

**Pittsburg State University**, Pittsburg, Kansas

**Bachelor of Science in Technology**, cum laude

Major: Commercial Graphics    Emphasis: Design

2005

**Bachelor of Fine Arts**, magna cum laude

Major: Art    Emphasis: Commercial Art

Visit [coreyhine.com](http://coreyhine.com) to view my portfolio.