

ANDREW D HOUCHEN

SENIOR LEAD DESIGNER - Creating Visual Identity

Multidisciplinary creative offering a versatile yet focused skill-set: a balance between creative and analytical qualities with an emphasis in product development and marketing solutions.

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ahouchen87.com - portfolio

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+ EMPLOYMENT

SENIOR LEAD DESIGNER

FEB 2022 - CURRENT

AIRSHARE - KANSAS CITY

Oversee the Visual Marketing Direction and Brand Identity of Airshare. Responsible for top level projects from conception to campaign launch. Direct and Design full range campaigns for marketing channels: Brand Marketing Initiatives, Commercial Development, Website, Digital Media & Print Media. I regularly communicate with the C-suite and other top-level executives; reporting directly to the CMO, while overseeing outside agencies to create clear and compelling messaging. This work is developed in a fast paced environment while often working within and conceptualizing from the brand standards to deliver premium products and messaging to our Airshare owners and clientele.

SENIOR DESIGNER

JUL 2014 - FEB 2022

DESIGN RESOURCES, INC. - OVERLAND PARK, KS

Lead & Mentored designers and brand experts to develop innovative strategic marketing material to clearly and concisely portray creative vision to clients to represent the impact of new designs. Was responsible for logo and brand identity development, product development, graphic design, sales collateral, print media, UX/UI & merchandising. Architected and implemented a client portal system to streamline business interface between in-house teams, clients, and factories within a small solutions team. Developed brand marketing to integrate into premium labels (such as Anheuser-Busch InBev, John Deere, Snap-on, Olympics, NBA, Staples, Bearbottom, Halo, NHL, etc.) Fostered a collaborative environment for team members to create and develop apparel and headwear for Caps Direct and Dri Duck Traders.

PROGRAMMER (CAM/CNC) 3D DESIGNER

JAN - NOV 2016

UNIVERSAL ENGRAVING INC. - OVERLAND PARK, KS

Was responsible for developing Plate Design Programming and 3D Art for Sheetfed and Rotary Die Products. Detail oriented position with focus on depth perception, charting, transferring and production of Die using CNC based machinery. Designed work ranged from toothpaste boxes to wine labels, packaging, dvd covers and many other private branding work. *This was a second job to learn a new skill and build savings.

DESIGNER

DEC 2011 - JUL 2014

BRANDED CUSTOM SPORTSWEAR, INC. - OVERLAND PARK, KS

Was responsible for the entire United States NIKE high school apparel division. Worked with colleagues to develop brand identity material and produce collegiate sportswear for the NIKE brand while also working within a select group to develop collegiate apparel for the Hurley clothing brand. Trained colleagues to prepare them for duties that included using SAP Business One, working efficiently and retail guidelines.

+ SKILLS

SOFT

Creative, Leadership, Organization, Passionate, Visionary, Direction, Articulate, Innovative, Communication

TECHNICAL

Adobe Creative Suite, Microsoft Office, Marketing/Sales, Figma, CSS/HTML, UX, IA, Wireframing, IxD

+ EDUCATION

DEC 2011

KANSAS STATE UNIVERSITY - MANHATTAN, KS

Degree - Bachelor of Fine Arts - Major - Graphic Design

+ ACHIEVEMENTS & LEADERSHIP

2023

Sponsor United - Sponsor Index - Top 25 Hottest Brands (Airshare)

2021

PPAI - Pyramid Award (Digital Promo Campaigns & Supplier Sales Support Materials)

2015-2019

Board Member on Home Owner Association (President of Summercrest)

2014-2017

Board Member of Non-Profit Organization (VP of Spring Hill Arts Council)