erin lee hughes

visual designer

Experience

Graphic Designer + Marketing Coordinator

Taco Day (2026-present)

- Lead branding, environmental design, and marketing initiatives, creating identity systems, signage, menus, advertising, and promotional materials across physical and digital touchpoints.
- Manage social media strategy and content while supporting major events and promotional campaigns targeting local residents, creatives, and weekday lunch traffic.
- Designed and painted a large-scale mural, contributed to interior design and physical brand experiences, and sourced custom promotional materials through international vendors; collaborate directly with ownership from concept through execution.

Freelance Illustrator

Self employed (2022-present)

- Created album artwork for independent musicians published on major streaming platforms, along with promotional and apparel graphics.
- Produced commissioned traditional and digital artwork for a variety of clients.

Fashion/Pattern Illustrator

Victoria's Secret SCADpro Collaboration (March 2026-May 2026)

- Developed fashion illustrations, repeat patterns, character artwork, presentation graphics, and beauty product concepts.
- Presented creative solutions to client stakeholders and incorporated feedback throughout the design process.

Production & Quality Control Associate

Altru Apparel (November 2025-January 2026)

- Ensured product quality and visual consistency by sewing labels, refining final details, and conducting quality checks.
- Maintained attention to detail throughout production and prepared polished products for final presentation.

Contact

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Education

Savannah College of Art and Design

Bachelor of Fine Arts in Illustration (May 2026)

Dean's List 2022-2026

Skills

- Illustration (traditional & digital)
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Figma
- Canva
- Slack
- Procreate
- Google Suites