

# DANIELA HUTCHINS

A creative thinker with a Bachelor's degree in Graphic Design, with experience in ideating and designing engaging visual solutions across advertising, print, digital media, web, social media, and other creative materials. A dedicated person with training on a variety of software programs and systems, with a fervent passion for design. Committed to continuous learning and professional growth.

## EXPERIENCE

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### Creative Head

DATCH CREATIVE | 2014 • Present

- Develop design solutions across multiple media channels, enhancing client brands through OOH advertising, branding, collateral, social media, and digital materials.
- Execute product photography and photo editing, elevating visual content quality and brand representation.
- Provide support and guidance throughout the production process, licensing and coordination with vendors.

Some of the companies I have worked with :

- The Smith Center
- Ronald McDonald House Charities of Greater Las Vegas
- Las Vegas Review Journal

### Creative Manager

THE MOB MUSEUM | 2018 • 2023

- Collaborated with the VP of Marketing & Communications and team members to create impactful marketing and brand campaigns.
- Managed design projects, including budgets, media plans, contracts, and vendor coordination for out-of-home ads. Assigned projects to designers, web developers, and videographers, providing creative direction and overseeing freelance work.
- Directed photo and video shoots, including The Underground campaign's launch, leading to increased website traffic and ticket sales; 2022 artwork continues to run.
- Designed an eCommerce store on Shopify, and diverse marketing assets including mobile app design, website, and social media content, expanding the brand's digital presence.
- Conducted product and F&B photography, editing for social media and Shopify.
- Performed Spanish translations and recorded the museum's Spanish audio tour, showcasing linguistic and cultural skills.

## EDUCATION

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Universidad UVM

Postgraduate studies in

Bilingual/Bi-cultural Education

Universidad UVM

Bachelor Degree in Graphic Design

Universidad La Salle (ULSA)

High School - Social Science Diploma

## QUALIFICATIONS

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- Comprehension of typography
- Layout structuring
- Color theory
- Creative thinking & strategy
- Art direction
- Photo/video art direction
- Branding
- Photography
- Marketing and advertising
- HTML knowledge
- Adobe CC; Photoshop Ai, Illustrator, InDesign, Lightroom, XD, Animate,
- Canva, Figma, Keynote, PowerPoint, iContact, Constant Contact, Klaviyo, Microsoft Office Suite, Google Suite, Dropbox and social media platforms.
- Mac and PC platforms

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## EXPERIENCE

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### Contributing Designer

LAS VEGAS REVIEW JOURNAL | 2014 • 2018

- Executed editorial and advertising design of Luxury Magazine monthly issues, showcasing expertise in typography, color theory, and layout structuring.
- Designed advertising for The Smith Center program, aligning with brand guidelines and aesthetics.

### Magazine Creative Director

INVEGAS MAGAZINE | 2013 • 2014

- Collaborated with the Publisher and Marketing Manager to establish and enforce brand standards and guidelines, ensuring brand consistency across all visual identities.
- Directed and assigned projects to designers, maintaining high standards and quality assurance, and managed the workload of contracted freelance designers.
- Oversaw the editorial design for the monthly issue, including print, digital, and social media posts/ads, as well as promotions and event assets, demonstrating a comprehensive understanding of various media platforms.
- Managed project logistics, including requesting quotes, placing product production orders, coordinating printing schedules, and approving proofs with vendors, showcasing strong project management skills.
- Executed product and editorial photography, including photo retouching and edits, and provided Spanish editorial assistance.

### Graphic Designer

STEPHENS MEDIA ( Las Vegas Review Journal) | 2009 • 2012

- Executed editorial design for Luxury Magazine's monthly issues, showcasing expertise in typography, color theory, and layout structuring, aligning with brand aesthetics.
- Designed advertising for newspapers, magazines, including Review Journal, Luxury, Health, City Life, demonstrating proficiency in Adobe Creative Cloud and a keen eye for visual communication, tailored to publication guidelines.

## OTHER SKILLS

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- Self-directed
- Time management
- Mentorship
- Proactive
- Flexible and adaptable
- Ability to work independently
- Communication skills
- Attention to detail
- Organizational skills
- Team-player

## AWARDS

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2011 Nevada Press Association Award  
1st place in Best Multi-Color Ad

2019 Pinnacle Award  
The Mob Museum Seventh Anniversary  
Design

## LANGUAGES

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Write and speak fluent Spanish

## PORTFOLIO & PROFILE

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[danielahutchins.com](http://danielahutchins.com)

**in** [linkedin.com/in/danielahutchins](https://www.linkedin.com/in/danielahutchins)