Catherine Hufana

Digital Media Designer

Digital Media Designer with four years of agency experience in web design, digital marketing, and graphic design. This experience is supported by over eight years of expertise in Adobe software, videography, photography, complemented by a foundation in marketing strategy.

Contact

- Arlington, Virginia
- (502) 903-5417
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Skills

- Adobe Creative Suite
  - Illustrator
  - InDesign
  - Lightroom
  - Premiere Pro
  - Photoshop
- Canva
- Domain & DNS Configuration
- Duda Website Builder
- Photography & Videography
- WordPress

Experience

Web Designer – Creekmore Marketing | March 2023 – Present

- Built and published more than 70 websites.
- Exceeded $200K in client revenue through website designs, updates, and strategic upsell opportunities.
- Developed large-scale websites ranging from 50–200 pages. This included any of the following: e-commerce, blog content, lead generation, and custom content creation.
- Balanced an average workload of 10–14 website projects while expediting website updates for ongoing clients, SEO-driven content, and staying up-to-date with industry trends.

AAF Lexington – Communications Chair | March 2026 – August 2026

- Collaborated with a board to plan and execute events that connect the advertising and marketing community.
- Designed and published between one to two social media posts per week to spark engagement and outreach.

Graphic Design Intern – TOPS Lexington | August 2021 – December 2021

- Designed over 20 unique feature frames for website engagement.
- Participated in the development of print and digital publications with a team.

Graphic Design Intern – UK Crisis Management | January 2021 – May 2021

- Partnered with the University of Kentucky's PR and Social Media team to design social media stories and digital content supporting the COVID-19 vaccine rollout and public health communication.

Awards & Recognitions

- 2023 American Advertising Awards (Lexington) – Student Gold ADDY Recipient
- 2022 National Student Advertising Competition – Finalist
- 2021 University of Kentucky Inaugural Annual Art Display – Winner