

# HUNTER LONGLEY



HunterLongley.com



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## EMPLOYMENT

### CHATTANOOGA STATE COMMUNITY COLLEGE

#### **Adjunct Professor of "Intro to Digital Design" (AUG 2016 - PRESENT)**

I teach college-level courses in classroom and virtual environments, covering graphic design fundamentals, visual communication, and Adobe Creative Cloud tools. I instruct students from early concepts to portfolio-ready work. My classes serve dual enrollment students, adult learners, and students with IDD.

#### **Coordinator of Marketing & Web Design (OCT 2017 - MAY 2026)**

As lead administrator for the college's 2,000+ page enterprise website, I oversaw all digital communications, content governance, and UI/UX training for web designers and content editors. I partnered with stakeholders in all areas of the college, and reported accessibility, SEO, and analytics insights to executive leadership. I led CMS migration, website redesign, and CRM implementation initiatives, improving usability metrics. I also participated in cross-functional committees, and hiring panels for open roles within the Marketing Department.

#### **Specialist Graphic & Web Designer (FEB 2016 - OCT 2017)**

I designed digital, print, web, and social media campaigns for a wide variety of cross-functional stakeholders. I led a complete redesign of the college's brand standards, official typography, and color systems, creating lasting improvements in the college's accessibility compliance. I also developed webpages for the Drupal CMS, adhering to UI/UX and accessibility standards.

### EWTV ( ETERNAL WORD TELEVISION NETWORK )

#### **On-Air Graphics & Motion Graphics Designer (SEP - DEC 2015)**

I designed on-air motion graphics packages for live and pre-recorded broadcasts reaching millions of viewers. During high-profile live shows, such as presidential primary debates and Pope Francis' 2015 visit to America, I worked in-studio with producers and directed broadcasts into and out of commercial breaks. I also designed print materials for promotions teams.

### MOHAWK INDUSTRIES

#### **Creative Marketing Department Intern (MAY - AUG 2015)**

I created a wide range of digital assets, including logos, brand books, pitch decks, photography, and motion graphics. I directed professional actors, filmed commercials on-location, and edited video content for TV and social media.

## EDUCATION

### SAMFORD UNIVERSITY

**BFA in Graphic Design**  
(2011 - 2015)

### BAYLOR SCHOOL

**High School Diploma**  
(2004 - 2011)

## EXPERTISE

### **Adobe Creative Cloud**

After Effects, Audition, Express, Illustrator, InDesign, Lightroom, Media Encoder, Photoshop, Premiere Pro, XD

### **Web Tools**

Drupal, Modern Campus, Google Analytics, Slate CRM, Squarespace, Wix, WordPress

### **Additional Software**

Canva, Clip Studio Paint, DaVinci Resolve, Figma, Microsoft 365, Procreate

### **Skills**

Accessibility, Animation, Art Direction, Brand Development, CSS, HTML, Motion Graphics, Photography, SEO, Social Media, Teaching, UI/UX

## AFFILIATIONS

### **AIGA**

Member

### **Chatt. Comix Co-Op**

Founding Member

### **Chatt. Film Festival**

Volunteer

### **Chatt. Public Library**

Volunteer

### **Hunter Art Museum**

Volunteer Camp Counselor

### **Special Olympics**

Volunteer