

SUMMARY

AI Digital Designer and Art Director with 10+ years of experience supporting B2B and B2C marketing teams through high-impact digital design, brand systems, and cross-channel campaigns. Proven ability to collaborate with stakeholders, optimize workflows, and deliver responsive web, email, UX/UI, and campaign assets that improve engagement, consistency, and conversion performance. Experienced working in regulated enterprise environments and fast-moving marketing teams.

PORTFOLIO

www.alanhuddleston.com | www.geosizz.com

2026

Lead Creative Technologist / Digital Designer

GEOsizz AI Marketing (Remote)

- Engineered a proprietary AI-visibility scoring methodology and built the full audit-and-monitoring platform from scratch - a one-time audit engine plus a recurring monthly-maintenance pipeline - that tracks and improves how businesses appear in AI search results.
- Produced AI-generated ad creative and campaign content using Midjourney, ChatGPT, and Runway, applying it directly to client deliverables
- Wrote and enforced brand voice and prompt guidelines governing all AI-generated creative output across the agency
- Led client-facing strategy sessions, presenting AI-driven creative and visibility concepts directly to stakeholders

2025

2024

Art Director / Marketing Manager

Norman S. Wright Mechanical Equipment LLC (Remote)

- Owned and evolved visual brand strategy across multiple product lines, increasing brand consistency by 75% through unified digital and environmental design systems.
- Led concept, design, and production for social media, trade shows, events, and large-format signage, contributing to a 17% increase in brand visibility and qualified leads.
- Managed corporate website UX, visual design, IA, and content updates to improve navigation, clarity, and product discoverability.
- Partnered closely with sales, product, and executive stakeholders to align creative output with revenue goals.
- Implemented and enforced brand guidelines across sales collateral, proposals, presentations, and environmental graphics.
- Coordinated external vendors, freelancers, and printers while managing timelines, budgets, and quality standards.
- Improved creative workflows, intake processes, and approval cycles to reduce turnaround times and increase team efficiency.

2024

Selected Contract Engagements – Remote Clients included: **AT&T, Merck, Marriott International, Texas Instruments, Mary Kay** | 2024-2013

Digital Designer (Contract) 2023-2024

AT&T

- Designed and produced responsive HTML email campaigns for global audiences exceeding 500,000 subscribers.
- Optimized layouts across devices and screen sizes to improve readability, accessibility, and click-through rates.
- Collaborated with marketing, content, and development teams to translate campaign strategy into production-ready assets.
- Resolved design, QA, and technical issues to ensure accurate deployment at enterprise scale.

Digital Designer (Contract) 2023

Merck

- Translated UX wireframes into brand-compliant, high-fidelity UI prototypes for Merck.com applications.
- Produced multilingual digital and print assets while adhering to strict legal, regulatory, and brand compliance standards.
- Delivered pixel-accurate web, banner, and email assets supporting global marketing and product initiatives.
- Supported cross-functional teams with rapid iteration and versioning under tight deadlines.

Digital Designer (Contract) 2021-2023

Marriott International

- Designed brand-compliant digital assets for Marriott.com and Marriott mobile applications.
- Maintained, documented, and evolved design templates and systems, increasing production efficiency by 50%.
- Reviewed and approved third-party agency deliverables to ensure accuracy and alignment with brand standards.
- Supported large-scale campaigns requiring high-volume asset delivery across platforms.

Digital Designer (Contract) 2018-2020

Texas Instruments

- Enforced digital brand standards across banner ads, social media creative, and trade show graphics.
- Led visual design for global banner campaigns in over 10 languages, supporting international marketing initiatives.
- Designed reusable banner templates and specifications, improving production efficiency by approximately 70%.
- Partnered with regional marketing teams to adapt creative for local markets.

Art Director / Front-End Developer (Contract) 2013-2018

Mary Kay

- Conceived and designed digital banner ads and campaign assets for e-commerce and brand initiatives.
- Developed responsive web pages using HTML and CSS following modern front-end best practices.
- Provided UI, UX, and visual support for social media and digital campaigns to ensure cohesive branding.
- Collaborated with developers and marketers to deliver integrated digital experiences.

SKILLSET

CORE SKILLS

Prompt Engineering, Vibe Coding, Digital Art Direction, Brand Strategy, Brand Systems, Design Systems, UX/UI Design Support, Wireframing, Prototyping, Responsive Web Design, Email Design, Campaign Concepting, Cross-Channel Marketing, Social Media Creative, Trade Show Design, Vendor Management, Project Management, Stakeholder Collaboration

TECHNICAL SKILLS

HTML, CSS, Responsive Email Design, Basic JavaScript/jQuery, SEO Fundamentals, Accessibility Awareness (WCAG), Adobe Creative Cloud, Figma, Sketch, Canva, Jira, WordPress, Joomla, Squarespace

EDUCATION

Undergraduate Degree – Graphic & Web Design

Art Institute of Fort Lauderdale

CERTIFICATIONS & TRAINING

AI for Designers – Interaction Design Foundation

Introduction to Generative AI – Google

Prompt Engineering Advanced. Master AI – Udemy

Figma UI UX Design Advanced - Udemy

Google Analytics Certification

User Experience (UX) – Udemy

Social Media Marketing – Udemy

UX Fundamentals & Usability – Aquent

Writing for Web and Mobile – Aquent

AFFILIATIONS

Interaction Design Foundation
AIGA Tampa Bay