



Contact

Hoostafe@gmail.com
1-513-314-8440

Portfolio

Dustinhood.com

Kickstarting meaningful conversations around organizational goals, target audiences, aspirations, and aesthetic preferences. Leveraging data-driven analysis of key demographics to enable the creation of compelling content that not only captivates but also ensures lasting engagement.

Education

Advertising & Graphic Design

Columbus College of Art & Design
Aug, 2009 - Jun, 2013
Columbus, OH

Front-End Development & Design

General Assembly
Sep, 2016 - Dec, 2016
New York City

Freelance

Mustafex LLC 2012-present

Global Citizen - Marketing Designer

JW Player - Marketing Designer

Westfield - Motion Designer

dELia*s - Digital Designer

Fresh.com - Digital Designer

M.A.C. - Digital Designer

Skills

Art Direction
B2B & B2C
Brand strategy
Creative Direction
Digital Strategies
Logo Design
Project Management
UX Design

Programs

Asana
Adobe Creative Suite
• InDesign
• Illustrator
• PhotoShop
• XD
• After Effects
Canva
Vectary

Employment History

Art Director

GLAAD

Mar, 2018 - Sep, 2023
New York City

- Art Directed the rebranding and production of the 2020-2022 GLAAD Media Awards.
- Led the development of brand standards and collateral for longstanding programs & A-list events.
- Established a project management platform (Asana) creating an accountable creative process.
- Created enduring social templates that foster audience growth and engagement.
- Contributed to accelerating acceptance, visibility, and representation of the LGBTQ community.

Senior Marketing Designer

WebCollage

Apr, 2015 - May, 2017
New York City

- Assisted in the establishment of a marketing department and creative processes.
- Worked closely with the sales team to create engaging educational marketing B2B content.
- Managed the company's UX design.
- Develop and implement creative marketing materials to promote the company's products and services.

Marketing Designer

DKMS

Jul, 2013 - Apr, 2015
New York City

- Designed educational materials for both potential donors and donors going through the bone marrow donor process.
- Created branding and promotional materials for charity events and discussion panels.
- Created DKMS's first US-based brand awareness campaign using OOH media, Social Strategy, and UX design.
- Helped the Development team establish new event branding and diversify their streams of income.
- Assisted the healthcare team in creating engaging materials that brought comfort and confidence to potential donors.