

eva hudak



*art director
designer*

education

COLLEGE FOR CREATIVE STUDIES
BFA Advertising Design, 2014-2018

skills

Creative Problem Solving & Strategy
Rapid Concept Development
Social & Digital Design
Typography & Layout
Illustration
Multimedia Production Skills
Adobe Creative Suite
Figma, ChatGPT, Midjourney, Fresco
Collaborative Team Player
Driven, Passionate, Inquisitive
Amateur Chef & Chicken Tender Connoisseur

achievements

Sold a National Campaign for Mar's Agency clients Goldfish and Pepperidge Farms on behalf of Mars Agency (2016)

D Show Finalist (2016)

Student Exhibition Finalist College for Creative Studies (2014-2018)

contact

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experience

ART DIRECTOR CONTENT STUDIO
LATCHA + ASSOCIATES

JANUARY 2024 – PRESENT

- Operate as a Art Director and Content Creator for Mercedes-Benz leading ideas through every stage of production from initial concept to fully executed design, production, and final edit
- Delivered quick-turn creative across print, digital, video, and social executions
- Used Midjourney to rapidly concept ideas, explore visual directions, and push creative boundaries
- Mentor and guided junior designers, providing creative direction and ensuring high standards across all deliverables

ART DIRECTOR
LATCHA + ASSOCIATES

MARCH 2021 – DECEMBER 2023

- Developed design-led campaigns for Subaru Fixed Operations supporting 600+ dealerships and national initiatives
- Led projects from concept through production across print, direct mail, email, digital, web, social, video, and photoshoots
- Drove innovative, high-quality creative that expanded client scope and unlocked new opportunities
- Presented creative concepts directly to clients, fostering strong, collaborative partnerships
- Collaborated with cross-functional teams and supported new-business efforts for other agency clients

GRAPHIC DESIGNER
ROUNTABLE6

FEBRUARY 2019 – JUNE 2020

- Led concept and execution of integrated campaigns across print, OOH, digital, web, and social for a diverse range of clients
- Maintained brand consistency and design standards while delivering under tight deadlines
- Supported photoshoot planning and provided on-site art direction to ensure accurate and execution of creative concepts
- Contributed to new-business efforts by developing creative solutions and designing pitches

FREELANCE GRAPHIC DESIGNER
XPERIENCE COMMUNICATIONS

SEPTEMBER 2018 – DECEMBER 2018

- Led design for Lincoln Black Label app redesign, elevating UI, imagery, copy, and retouching
- Conceptualized and executed experiential and integrated campaign assets for Ford and DTE Energy, including event signage, 360° campaign support, and activation design
- Pitched experiential concepts and contributed to new-business efforts, created client PowerPoint presentations and internal materials including decks and office signage

FREELANCE JR. ART DIRECTOR
CAMPBELL EWALD

MAY 2018 – JUNE 2018

- Concepted and executed social content for OnStar and Harley-Davidson, bringing ideas to life through static and motion design using Photoshop and After Effects
- Supported in-house photoshoot for Harley-Davidson with setup and art direction
- Identified and pitched a new creative direction for OnStar's "Be Safe Out There" campaign, securing client approval, it later expanded into larger campaign executions

