

BARRY HUS

CREATIVE DIRECTOR / DESIGNER



Accomplished Creative Director with a successful track record in driving impactful visual branding and digital projects. Proficient in software management, user experience optimization, and successful rebranding. I've overseen the visual identity of prominent organizations and managed various software projects, including transitions to new technologies. My creative expertise and mechanical know-how ensure the holistic execution of projects.

LAKERIDGE WINERY & VINEYARDS

COO

Sep 2016 - Aug 2023

Clermont, Florida, United States

As the COO at Lakeridge, one of my many roles revolved around managing marketing and enhancing brand awareness for product promotions, festivals, and events. I closely collaborated with our in-house design team to create print media advertisements for magazines and newspapers. I also led the design and development of websites and shopping carts for lakeridgewinery.com and sansebastianwinery.com.

Content creation was a pivotal part of my responsibilities, involving the crafting of content for radio and TV ads. I worked with local voice talent and a videographer to create engaging ads for our events. Additionally, I managed event promotions on platforms like evensi.com and Eventbrite.com and maintained our online brand presence with social media posts. In addition I wrote, designed, and implemented all of our HTML emails.

Aesthetically, I oversaw the redesign of our retail shop, including custom product shelving, wall décor, and event posters. I also revamped all exterior signage to give our property a modern yet retro feel, encompassing main building signs, directional signage, and food and vendor signage on the festival grounds.

COO



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OAKLEY SIGNS & GRAPHICS

Creative Director

Sep 2004 - Aug 2016

Altamonte Springs, FL

During my tenure at Oakley, I orchestrated the company's visual identity, a significant player in the Nationwide Sign Industry. This encompassed leading digital creative projects, like website design, HTML emails, and banner ads, boosting the marketing team's impact. Collaborating with the trade show division, I shaped a consistent and memorable brand image across various touchpoints, from staff attire to trade show booths and promotional materials.

In 2006, I spearheaded a rebranding initiative, resulting in a modern logo and vibrant color palette, revitalizing Oakley's identity. My role in software management involved overseeing multiple projects, including custom shopping carts and an online sign design tool for seamless user experiences. Collaboration with the IT team led to personalized branded shopping carts for real estate franchises. I also pioneered an online design tool for realtors, enhancing user engagement. My responsibilities extended to a complex project in the canvas printing division, directing GUI interface design, order processing, custom scripting, and reporting mechanisms.

ARTISTIC IDEA

Owner

Sep 2000 - Aug 2004

Winter Garden, FL

Proficiently provided an array of end-to-end web design and development services, encompassing dynamic website design, engaging content curation, streamlined shopping cart integration, customized programming solutions, inventive software development, and reliable hosting facilitation. Possess a track record of actively contributing to diverse projects, utilizing expertise to amplify digital visibility and user engagement. Committed to tailoring solutions to individual needs, ensuring seamless alignment with specific objectives and fostering online accomplishments.



FITNESS ENTHUSIAST

I am a dedicated fitness enthusiast and endurance athlete with a lifelong commitment to a healthy lifestyle. My experience spans various endurance races, such as road racing, adventure racing, and Ironman triathlons. Notably, I achieved third place in the 2022 Deka Strong World Championships within my age group. As a CrossFit Level One Trainer, I combine deep fitness knowledge with CrossFit methodology. My mission is to empower others through a holistic approach that encompasses physical strength, mental resilience, and a growth-oriented mindset.

EDUCATION

Associate Science Degree, Valencia Community College, Orlando FL
Business Studies at Wichita State University, Wichita KS
Level One CrossFit Trainer

A Few Parting Words!

**Innovative • Imaginative • Visionary • Dynamic • Original
Energetic • Inventive • Playful • Motivated • Versatile • Inspired
Family-oriented • Fitness-driven • Enthusiastic • Adventurous
Forward-thinking • Collaborative • Pioneering • Solution-focused
Artistic • Experiential • Whimsical • Spirited • Team player
Creative problem solver • Proactive • Holistic • Imaginative thinker
Health-conscious • Innovative planner • Playful approach
Fitness advocate • Curious • Adaptable • Progressive • Storyteller
Holistic thinker • Joyful • Health-minded • Vision-driven**

