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located in Los Angeles, CA (willing to relocate)



CHARIS HULING

ABOUT



I am a multi-disciplinary artist and designer with a passion for creating interesting, engaging, fresh, and playful digital assets. As the digital sphere becomes increasingly more saturated with content, more needs to be done to win the attention of an audience. I hope to infuse my voice in my design work, using what I know about growing up on social media to create content that feels memorable.



EXPERIENCE

- nov 2022- march 2024
- UNIVERSAL MUSIC (FAMEHOUSE) – Designer, Graphics + HTML
- Develops original static + video digital ad assets using After Effects in D2C e-commerce setting
 - Designs social content, site banners, print collateral, emails, GIFs + more for CRM initiatives
 - Brings to life dynamic HTML5 animated creative for paid media campaigns & product launches
 - Collaborates with cross-functional teams while quickly adapting to 100+ artist brand identities
 - Concepts creative design solutions using color, composition, & typography in Photoshop
 - Ensures style is consistent, cohesive, and meets marketing, sales, & product development objectives
- april 2021- april 2022
- SONY MUSIC (LEGACY) – Designer
- Responsible for creating social media & ad content for 70+ major artists across the Sony archives
 - Uses type + archival imagery to create thumbnails, ad suites, social media content, etc.
 - Works from concept to package, delivering digital assets in a timely manner in fast-paced environment
 - Designs playlist covers for Spotify, including "80s' Smash Hits" with over 3 million likes
 - Lays out vinyl packaging, inserts, stickers, and posters for print production process using inDesign
 - Spearheaded art direction for new digital releases, including 10 lost 70s' singles + new holiday comps
- jan 2021 - april 2021
- SONY MUSIC (EPIC) – Digital Marketing Intern
- Cut down videos into short-form digital content using Adobe Premiere, keeps files organized
 - Creates animated social content using given album art and existing brand guidelines with After Effects
 - Collaborated with team to develop social media marketing concepts for major artists
 - Conducted weekly marketing trend report and carried out administrative tasks as needed
- jan 2020 - may 2020
- WARNER MUSIC (ATLANTIC) – Digital Content Intern
- Created social assets and short-form video clips for Instagram, TikTok, Twitter, and Facebook
 - Responsible for animating weekly Big Beat "New Music Friday" Instagram post, story, and gif
 - Edited music videos into trailers and GIFs for socials using Adobe Premiere Pro + After Effects
 - Participated in group intern marketing project creating a 360 marketing campaign for Ava Max



EDUCATION

- aug 2017- may 2021
- PARSONS SCHOOL OF DESIGN — BFA Communication Design
- motion graphics concentration

SKILLS

ADOBE SUITE

MOTION DESIGN

VIDEO EDITING

ANIMATION

HTML5 HTML CSS

SOCIAL MEDIA

ILLUS-TRATION

PRINT PROCESS

CINEMA 4D

FIGMA

ASANA MONDAY SLACK

TREND SPOTTING

PHOTO

FILE EXPERT

MICROSOFT OFFICE

WEB DESIGN