Dakoda Hughes

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[EXPERIENCE]

eCommerce Clothing Store,

Owner, 2017-Present

* Sourced thousands of articles of vintage and unique clothing, with an eye towards consumer trends and fashion history.
* Markets clothing with compelling descriptions and high quality photography
* Collaborated with Depop's NYC Headquarters, serving as a consultant, seller, and brand ambassador.
* Featured in Teen Vogue's 2018 article, "The 10 Best Depop Accounts to Shop for '90's Fashion," six months after opening.
* Utilized online marketing and customer service skills to over 5,000 customers
* 2 years as a verified top seller on Depop, generating over $1,800 in sales monthly
* During the peak of my store, ended a 30 day cycle genrating $7,800

PAPER Entertainment + Google,

Freelance Graphic Designer, August-September 2022

* Designed social assets to promote the 'Shopping' feature in the @shopwithgoogle Instagram account
* Built design systems for Instagram story posts + Reels.
* Designed logos, social assets, and promotional Instragram posts for Google during fashion month.
* Provided production for a Diesel Jeans fashion month campaign.

The Prolific Shop eCommerce Store,

Freelance Photographer, 2018-2019

* Worked with the clothing brand, Prolific, shooting editorial style product photography to market clothing on their website and Instagram.
* Utilized design language of street photography as well as Instagram + youth culture to create compelling and unique product photos.

[EDUCATION]

Parsons School of Design
Bachelore of Fine Arts: Communication Design

[DESIGN SKILLS]

Experienced in graphic design [design systems, typography, layout, front-end web develop-
ment, branding, user interface + experience, book design], advanced photography knowledge,
and basic sewing + pattern making skills

[SOFTWARE + TOOLS]

Adobe Creative Cloud [Photoshop, Illustrator, InDesign, Premiere Pro, XD, Lightroom],
darkroom photography practices, Final Cut Pro X, Figma, Wordpress