

Darren William Hough

INDUSTRIAL DESIGN

PACKAGING DESIGN

USER EXPERIENCE DESIGN

GRAPHIC DESIGN

career overview

- Skilled designer with 22 years of industrial, packaging, graphic, & UX/UI design experience
- Experience designing for & presenting to customers such as General Mills, Molson, Kraft, Sirius, Wrigley, Kellogg, ConAgra, & Nestle
- Skilled in design project management, all major graphics applications, 3D modeling, screen prototyping, and concept illustration
- Experienced with user centered design, including user interviews and usability testing

experience

- 2024-present** ■ **Senior Designer**
Smurfit WestRock, **Atlanta, Georgia**
develop packaging concepts
design strategy and development
graphic design for packaging concepts
3D concept rendering & animation
concept illustration & sketching
sales & marketing presentation
design dielines for renderings & production
collaborate on cross divisional AR/VR team
- 2017-2024** ■ **Senior Designer**
WestRock, **Atlanta, Georgia**
- 2007-2017** ■ **Industrial Designer**
RockTenn/WestRock, **Atlanta, Georgia**
- 2007** ■ **Freelance Industrial/Graphic Designer**
The Creative Group, **Atlanta, Georgia**
- 2006** ■ **Freelance Industrial/Graphic Designer**
Aquent, **Philadelphia, Pennsylvania**
- 2004-2006** ■ **Senior Associate**
Design Science, **Philadelphia, Pennsylvania**
UX/UI design for Sirius satellite radios
human factors & development for medical products
graphic design for electronics interfaces
project & team management
usability testing
project presentation to stakeholders
- 2004** ■ **Freelance Graphic Designer**
Aquent, **Atlanta, Georgia**
- 2002-2003** ■ **Graduate Teaching Assistant**
Georgia Institute of Technology, **Atlanta, Georgia**
- 2002** ■ **Graphic Design Intern**
Caruso & Drye Design Group, **Atlanta, Georgia**

software

Illustrator	Keyshot
Photoshop	Blender
InDesign	Artios
Solidworks	Cinema 4D
Sketchfab	Visualizer
After Effects	form'z

skills

industrial design	creative direction
3D modeling	AR/VR
3D animation	wireframing
packaging design	prototyping
graphic design	project management
concept sketching	team management
UX/UI design	studio photography
art direction	sales presentation

education

Master of Science, Industrial Design
Georgia Institute of Technology

Bachelor of Arts, Psychology
The University of Georgia

certification

User Experience
General Assembly
2017

[see more]

[contact]

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