

# Dyoe Hostin

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## Profile

Creative and forward-thinking Junior Graphic Art Director and Pre-Press Specialist with strong expertise in packaging, Esko production workflows, AI-powered efficiency tools, digital ad design, UX/UI, and brand development, advertising, magazine layouts and website design. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) with a strong commitment to delivering aesthetically pleasing and functional solutions. Thrives in fast-paced environments, managing high-volume production needs while collaborating with clients and marketing teams to develop innovative campaign collateral. Skilled in branding, responsive design, SEO basics, and e-commerce platforms like Shopify and Wix. Thrives at the intersection of design, technology, AI, and print manufacturing.

**Skills:** Art Direction, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, Esko ArtPro+, Automation Engine, Pilot, Step-and-Repeat, Dielines, Color Management, G7 Concepts, File Optimization, One-Ups, Packaging Design, File Output for Plates/Blankets/Vinyl/Cyrels, Wix, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Typography, Branding, Responsive design, SEO basics, UX and UI, Email Marketing (Mailchimp), Shopify, Creative team leadership, Campaign development, Visual storytelling, AI Prompting, ChatGPT Basic, AI Integration & Workflow Automation, AI-Augmented Production Systems

## Professional Experience

### Curtis Packaging Corp.

April 2025 to Present

Sandy Hook, CT

#### *Pre-Press / Packaging Production Specialist*

- Develop exact step-and-repeat designs for luxury packaging applications and folding cartons for a variety of product lines.
- Produce and validate press-ready outputs with precise accuracy requirements, such as metal plates, coating blankets, vinyls, Cyrels, and die files.
- Create thorough 1-ups for internal teams and client approval, making sure they adhere to production standards, structural integrity, and brand.
- Collaborate directly with structural design, production, and account teams to guarantee smooth file transition from design to press.
- Improve turnaround times and decrease human error in end-to-end prepress operations with the use of Esko ArtPro+, Automation Engine, Fiery and Pilot.
- To preserve quality and consistency, troubleshoot packaging problems (trap, bleed, distortions, transparency, output faults) and fix artwork.
- Reduce review time and increase efficiency by implementing AI-supported processes for file inspection, comparison, and quality control automation via Copilot.
- Assist production team by creating high-accuracy proof files and making sure they adhere to print requirements.
- Work with premium substrates such as foil boards, SBS, Invercote, and other materials for upscale customers.

### New York Cake

October 2024 to April 2025

#### *Graphic Designer*

Yonkers, NY

- Spearheaded the creative direction for digital and in-store campaigns, ensuring cohesive branding across all platforms.
- Designed visually engaging website banners and email marketing assets, driving user engagement and increasing conversion rates.
- Led the creative team in developing Instagram posts and social media content, resulting in significant audience growth.
- Oversaw store operations as a Key Holder, managing high-volume production needs and maintaining brand consistency.
- Collaborated with marketing teams to develop innovative campaign collateral, enhancing brand visibility and customer retention.

### Leslie Solan Design

October 2024 to November 2024

#### *Logo Designer*

New City, NY

- Redesigned the company logo to achieve a modern, professional aesthetic, aligning with the client's brand vision.
- Created cohesive branding materials, including business cards, to enhance the client's professional image.
- Delivered high-quality designs that met client specifications and exceeded expectations.

## **The Pulse TV News Magazine Program**

August 2023 to May 2024

### **Graphic Design Intern**

Fairfield, CT

- Collaborated with students to design graphics for weekly and tri-weekly broadcasts, ensuring visual appeal and format compliance.
- Specialized in editing and resizing images for broadcasts, improving show quality and consistency.
- Utilized motion graphics (After Effects, Expression Studio) to enhance content engagement and storytelling.
- Demonstrated ability to work under pressure and meet tight deadlines while maintaining high design standards.

## **Audio Visual Department Sacred Heart University**

July 2023 to May 2024

### **Student Worker**

Fairfield, CT

- Managed and maintained audio-visual equipment, ensuring optimal functionality for classrooms and university events.
- Coordinated with faculty to understand and fulfill specific audio-visual requirements for lectures and presentations.
- Assisted in the setup and operation of equipment for university events, ensuring seamless execution.

## **Film & Television Master's Program Sacred Heart University**

January 2023 to May 2023

### **Graphic Design Intern**

Fairfield, CT

- Collaborated with filmmakers to design unique film posters for the student film festival.
- Conducted photographic research and created graphic sketches for poster concepts using Adobe Illustrator.
- Delivered high-quality designs under tight deadlines, contributing to the success of the festival.

## **Information Technology - The Factory Sacred Heart University**

September 2022 to October 2023

### **Front Help Desk Level 1**

Fairfield, CT

- Provided technical support to students, faculty, and staff, resolving issues such as lockouts, backups, and password resets.
- Performed remote assistance callbacks, ensuring timely and effective solutions for technological problems.
- Enhanced user experience through proficient use of Microsoft Word and Excel.

## **Leslie Solan Design**

May 2021 to July 2021

### **Web Designer, Logo Designer**

New City, NY

- Redesigned website layouts to improve navigation and user experience.
- Collaborated with clients on interactive layouts and revisions to attract and retain customers.
- Drafted and finalized logo designs in Adobe Illustrator, which were used across the website and branding materials.

## **Education**

### **Sacred Heart University, School of Communication Media & the Arts**

#### **Bachelor of Arts in Art & Design: Graphic Design May 2024**

**Awards:** 2nd Place, Advanced Graphic Design, Student Art Exhibition 2024

## **Key Achievements**

- Successfully led a creative team as a Junior Art Director, delivering cohesive branding and innovative campaign collateral.
- Designed and executed social media campaigns that drove significant audience growth and engagement.
- Redesigned logos and branding materials, enhancing client visibility and professional image.
- Utilized motion graphics and advanced design tools to elevate storytelling and visual appeal in broadcast media.
- Known internally for fast turnaround, strong technical problem-solving, and clean file preparation.