

JOHNNY HIRTH

M U L T I M E D I A D E S I G N E R

RTA OUTDOOR LIVING

Cambridge City, IN (Remote)

2024-Present - Senior Designer

- One of two in-house graphic designers at a company specializing in custom, rapidly assembled outdoor kitchens and heading all digital and print media.
- Solely responsible for designing all YouTube thumbnails, contributing to increased viewer engagement.
- Played a key role in the website redesign, resulting in a 50% increase in both web traffic and revenue.
- Led the development and implementation of the brand's new visual identity across all media platforms.
 - Redesigned the UX/UI of RTA's kitchen designer tool, significantly improving usability and streamlining the overall user experience.

BOWLERO CORP.

Mechanicsville, VA (Remote)

2023-2024 - Graphic Designer/Video Editor

- Create digital and print collateral across multiple brands, ensuring visual consistency and strict adherence to brand guidelines.
- Design static and motion content for social media, applying current design trends and innovative styling to maximize viewer engagement.
- Develop logos and apparel for PBA League teams, utilizing custom typography, refined font selection, and targeted color theory to reflect each team's identity.

GLOFX

Tallahassee, FL

2018-2019 - Graphic Designer • 2019-2020 - Senior Graphic Designer • 2021-2022 - Creative Manager

- Brought on to elevate the creative team's output with deep expertise in music and festival-inspired design; quickly promoted to lead creative direction across all three e-commerce brands and manage the internal design team.
- Directed a wide range of creative deliverables, including fashion/product photography, video production, web and email graphics, packaging, textile patterns, full-scale templates, and brand identity systems.
 - Led end-to-end production for marketing photo and video shoots—coordinating talent, locations, set design, and creative direction.
 - Conceptualized and executed all creative assets for the Space Whip Remix launch—brand identity, packaging, site design, photography, video, and user guide—driving \$1M+ in annual sales since 2019.
- Designed branding and packaging for new product lines Purple Canyon and UpLily; packaging was selected for nationwide testing in HomeGoods and has since rolled out in stores across the U.S.

LUCKY STRIKE ENTERTAINMENT

Sherman Oaks, CA

2015-2016 - Graphic Designer • 2016-2018 - Multimedia Designer

- Designed website graphics, print collateral, and commercial video content for 20+ Lucky Strike venues nationwide, aligning creative with venue-specific marketing needs.
- Contributed to the rebranding of Lucky Strike Social and FTW, helping conceptualize updated logos and visual identity systems that introduced a fresh, modern aesthetic.
- Captured and edited food photography for use across digital and print marketing channels; collaborated with external production teams to develop detailed shot lists and ensure visual consistency across out-of-state shoots.
- Edited broadcast-ready video content in Adobe After Effects for a Stephen Colbert segment, including advanced color correction, background cleanup, and logo compositing for live television.

CONTACT

LOCATION
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LINKEDIN
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EDUCATION

SOCAL ROC
Advanced Graphic Arts
2010-2012

EL CAMINO COLLEGE
*Music, Digital Arts,
Baseball*
2003-2005

SKILLS

LOGO DESIGN
TYPOGRAPHY
PHOTOGRAPHY
VIDEO EDITING
DIGITAL DESIGN
PRINT DESIGN
EMAIL MARKETING
WEBSITE DESIGN
UI/UX DESIGN

SOFTWARE

PHOTOSHOP
ILLUSTRATOR
INDESIGN
FIGMA
PREMIERE PRO
AFTER EFFECTS
LIGHTROOM
WOOCOMMERCE
SHOPIFY
ASANA