

Allie Huber
Portfolio



Hello!

I'm Allie Huber

I am from Sioux Falls, SD and graduated from Lincoln High School in 2023. I currently attend Southeast Technical College where I am double majoring in Marketing and Media Design. When I am not at school, you will find me coaching the Lincoln High School cheer leading team. My hobbies include traveling, spending time with family, and rooting on the Kansas City Chiefs.

PROFILE

Designing has always been something I enjoyed doing. Growing up I would find myself designing family invitations, Christmas cards, and flyer’s for fun. I knew that going into Media Design Technology and Marketing was going to be a field I enjoyed the most.

Attending Lincoln High School, I was involved in Cheerleading, Marching Band for one year, and the National Honors Society. I continued with cheer at the college level and had no idea what I wanted to major in. After looking at options, I decided my best route would be transferring back home to Southeast Technical College and get back into designing.

About me.

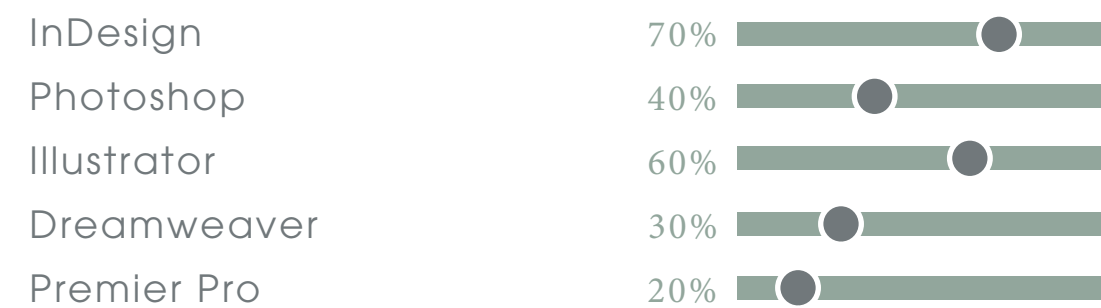
EDUCATION

High School Diploma
Lincoln High school
2019-2023

Pursuing Associates Degree
Southeast Technical College
Marketing & Media Design Technology
2024-2026

SKILLS

PERSONAL



WORK EXPERIENCE

Front Desk Receptionist
2022 - 2023 | Chameleon Hair Design

- Completing phone call inquires and appointment questions.
- Provided prompt check-in for scheduled and walk-in appointments.
- Clean and organized products to ensure business expectations of merchandise layout.
- Prepared establishment for morning openings by disinfecting surfaces, vacuuming, and other cleaning duties.

Daycare Provider
2024 | Pitter Patter Playhouse

- Independently cared for children ages 1-4.
- Feeding, changing, and participating in developmental playtime.
- Effectively and positively communicated with parents of children on status of their child throughout and end of each day.
- Prepared establishment for morning openings by disinfecting surfaces, vacuuming, and other cleaning duties.

Basketball Cheer Coach
2024 - Present | Sioux Falls School District, Lincoln High school

- Coaching high school cheerleaders for boys and girls basketball teams.
- Coaching them the basics of cheer leading so they can succeed.
- Ensure they are staying on top of their school work along with staying out of trouble.

Infographic.

DESCRIPTION

The objective of this project was to create an informational graphic, in Adobe Illustrator, of a person of our choice. We needed to include a silhouette of this person, along with awards/accomplishments they have received.

Year: 2024

KELSEA BALLERINI

“SONGWRITING IS THE MOST SELFISH PART OF WHAT I DO. I WRITE SONGS FOR ME. I DO IT TO PROCESS MY LIFE—THE GOOD, THE BAD, THE COMPLEX, THE UGLY, THE PRETTY, ALL OF IT.”

AWARDS
 3 Grammy Nominations
 2 ACM Awards
 2 CMA Awards
 2 iHeart Radio Best New Artist
 1 CMT Award
 5 People Choice Award Nominations
 4 Radio Disney Music Awards

BILLBOARD TOP 5
 "Peter Pan"
 "Miss Me More"
 "Yeah Boy"
 "Love Me Like You Mean It"
 "Legends"

TOURING COLLABORATIONS
 2016- Rasclé Flatts
 2021- Jonas Brothers
 2022- The Judds
 2023- Kenny Chesney
 Song Collaborations:
 Halsey, Shania Twain, Chainsmokers

Only female country artist to hit #1 with first 3 consecutive singles

ACTING
 Guest role on the ABC series Doctor Odyssey

THE VOICE
 Coach on Season 27

2019
 Became a member of the Grand Ole Opry

Grocery Advertisement.

Hy-Vee Save More This New Year

2.99 lb. Hy-Vee Angus beef chuck arm roast

FREE Hy-Vee beef stew seasoning mix 1.37 oz.

1.88 Dole celery hearts 16 oz.

1.99 Hy-Vee One Step russet potatoes 5 lb.

.99 Bakery fresh Italian bread 20 oz.

1.99 Hy-Vee chocolate milk half gallon

99¢ SALE 3 DAYS ONLY! JANUARY 24 - 26, 2025

Valid January 22-28, 2025 at your Albert Lea, Austin, Faribault and Owatonna Hy-Vee locations. Select varieties included.

Other items: Bolthouse Farms baby-cut carrots, Hy-Vee tortilla chips, Hy-Vee Midwest Pork boneless pork top loin chops, That's Smart salad dressing.

DESCRIPTION

The objective of this project was to recreate a Hy-Vee sales advertisement. We were to edit the pictures in Photoshop, match the font of the text, insert their logo, and create the cut lines around each coupon.

Year: 2025



Hiking Boot Advertisement

DESCRIPTION

The objective of this project was to photo shop a hiking boot onto a dirt ground. We were then instructed to take the bottom of our boot and make it look pressed into the dirt. We added a call to action, along with the brands logo. This was done in Adobe Photoshop and Adobe Illustrator.

Year: 2024

FIRE EMPORIUM BRANDING GUIDE

Full Logo:



Alternate versions:



Logo Components:



Acceptable Fonts:

Display Typeface — **BODONI 72**
SMALLCAPS
BOOK





Text / Display Typeface — STIX Two Text Regular
STIX Two Text Semibold
STIX Two Text Bold *STIX*
Two Text Italic *STIX Two*
Text Bold Italic

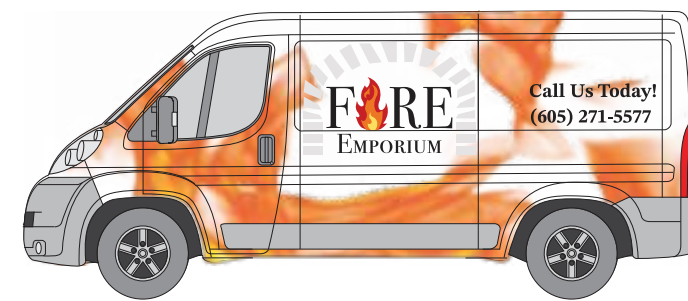
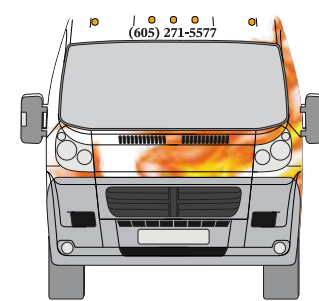
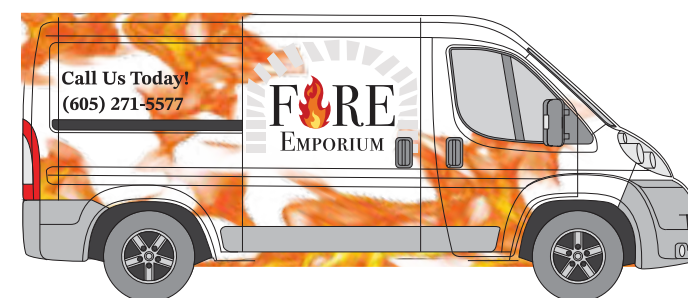
Required Space Allowance:

SPACE MUST EQUAL THE DISTANCE BETWEEN THE E AND M IN "EMPORIUM"



Colors / Inks:

 = 14.82C 100M 100Y 5.67K	 = 3C 65.83M 100Y 0.03K
 = 4.37C 8.78M 74.25Y 0K	 = 0C 0M 0Y 100K



Get Fired Up

Fire Emporium is ready to get you installed with an indoor or outdoor fireplace to guarantee you stay warm and cozy. We're fired up, are you?

www.thefireemporium.com



DESCRIPTION

The objective of this project was to take a business and completely re-brand it. This included designing a new logo, business card, advertisements, tri-fold brochure, and a vehicle wrap. All of these were designed in Adobe Illustrator, and Adobe InDesign.

Fire Emporium's Website for what I re-branded off of:

<https://www.thefireemporium.com>

Year: 2025



Isometric Illustration.

DESCRIPTION

The objective of this was to recreate our house. We needed to include the front view, along with one side of the house. We needed to incorporate correct colors as if the sun was shining on the house.

Year: 2024



Photography

Year: 2025





Package Design.

DESCRIPTION

For my package design I wanted to go with a yellow theme. I created my own logo and then tied in the honey theme with the colors and the honeycomb background.



Year: 2025



Village Hair & Spa Branding Guide

Full Logo:



Alternate versions:



Logo Components:



Acceptable Fonts:

Display Typeface — Acumin Variable Concept

Text / Display Typeface — Avenir Next Regular
Avenir Next Italic
Avenir Next Medium
Avenir Next Demi Bold
Avenir Next Bold

Required Space Allowance:

Space must equal the width of "R"



Colors / Inks:



10 Piece Campaign.

DESCRIPTION

In this assignment we were asked to come up with an, event and design 10 necessary pieces. I decided to create my own business and hold a grand opening.

Year: 2026

Portfolio Show Campaign.

DESCRIPTION

For this assignment we were asked to design all pieces for the portfolio show. We had to stay within Southeast branding colors.

Year: 2026



Alternate versions:



Logo Components:



Acceptable Fonts:

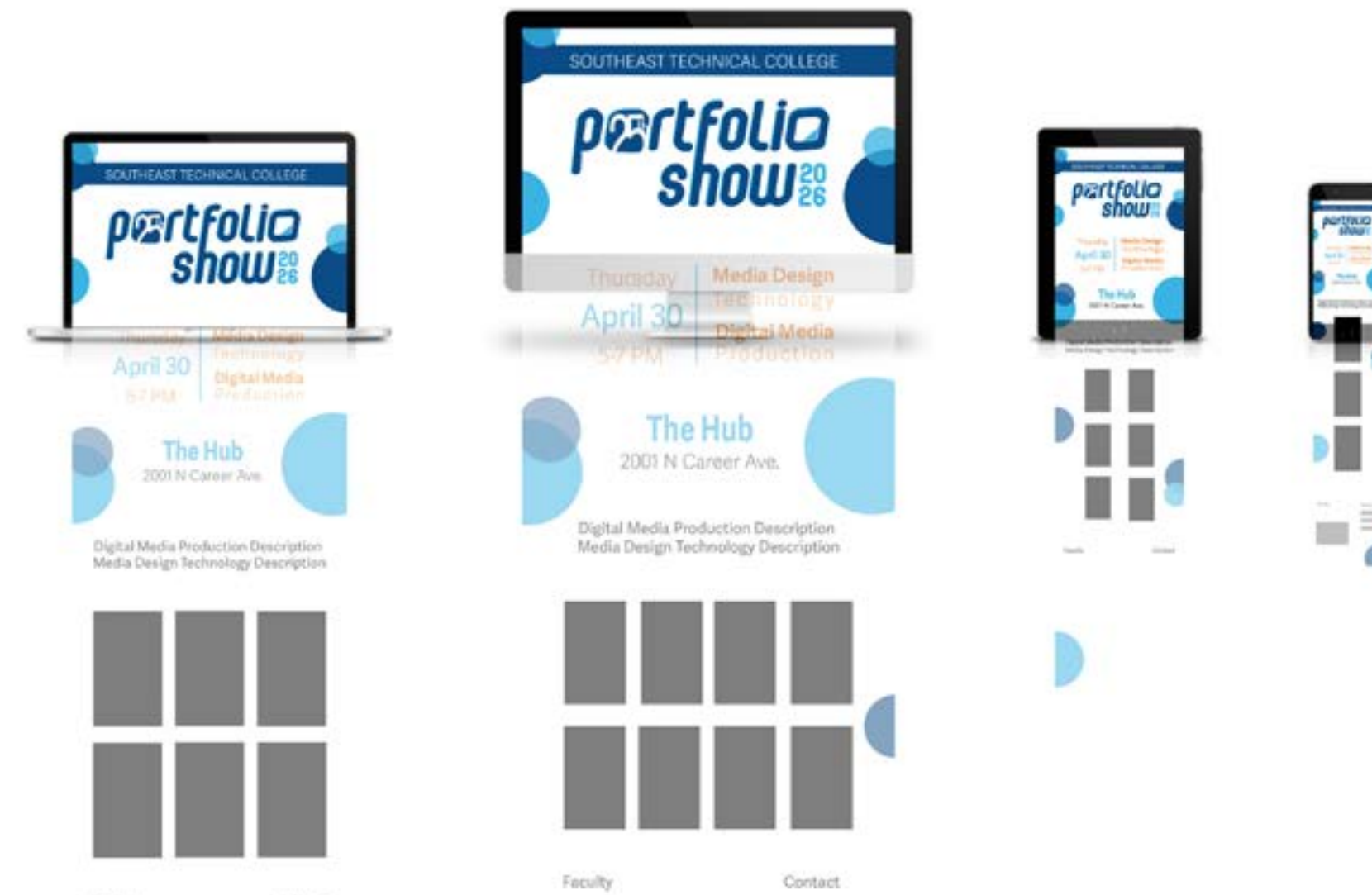
Display Typeface — bubble boy

Text / Display Typeface — Adelle Sans Devanagari Light, Adelle Sans Devanagari Regular, Adelle Sans Devanagari Medium, Adelle Sans Devanagari Semibold, Adelle Sans Devanagari Bold

Required Space Allowance:



Colors / Inks:

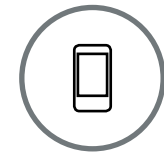




Contact.



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Thank You

