

Justin Hughes

Colorado Springs, CO | (719) 650-3709 | e.justin.hughes@gmail.com | studiojus10.com

PROFESSIONAL SUMMARY

Justin Hughes is a digital media and communications professional whose creative perspective has been shaped by international education, culinary arts, language immersion, music, travel, and high-touch hospitality. His work sits at the intersection of culture and communication: understanding how people connect, what makes experiences memorable, and how story, design, sound, food, and language influence trust. Unlike a conventional digital marketer, Justin brings lived cultural fluency to his creative work. He has studied in France and China, trained in elite culinary environments, achieved advanced Mandarin proficiency, developed French-language capability, worked in a three-Michelin-star restaurant, and built client-facing service experiences rooted in empathy and human connection. This background gives him a strong intuitive sense for audience behavior, emotional resonance, and culturally aware messaging.

He is especially effective in digital marketing because he understands that communication is not only visual or technical - it is human. Whether developing a brand narrative, producing multimedia content, designing a user experience, or communicating across cultures, Justin brings an ability to read people, adapt tone, and create work that feels authentic rather than generic.

EDUCATION

University of Colorado Colorado Springs — Colorado Springs, Colorado

Bachelor of Innovation in Digital Media Communications | Expected December 2025

Institut Paul Bocuse / Institut Lyfe — Lyon, France

Bachelor of Culinary Arts Management | February 2019 - January 2021

Nanjing University — Nanjing, China

Chinese Language and Culture | Mandarin Chinese, HSK 4

EXPERIENCE

Paid Partnerships — Colorado Springs, Colorado

Justin designed and executed personalized culinary and hospitality experiences for clients with disabilities, translating complex dietary, mobility, accessibility, and emotional needs into environments that were dignified, memorable, and personally meaningful.

- Designed personalized fine-dining experiences for clients with disabilities, expanding clients' sense of inclusion and possibility through meals tailored to their needs and preferences.
- Built trust with clients and caregivers by listening closely to physical, emotional, and environmental needs, then turning those insights into practical hospitality solutions that improved comfort and quality of life.
- Planned and catered multi-course meals and private events from concept through execution, using food, presentation, timing, and environment to shape mood, memory, and emotional connection.
- Translated hospitality insight into marketing credibility by learning how small details influence whether people feel recognized, respected, reassured, and connected.

Peak Pet and Home Care — Colorado Springs, Colorado

Justin grew a neighborhood-scale service into an operation supporting more than 10 clients. The role sharpened his understanding of how people build trust, express concern, evaluate reliability, and form emotional attachment to the people and services they depend on.

- Built scheduling, communication, and coordination systems that created reliable service and peace of mind for 10+ recurring clients.
- Managed homes, pets, access, routines, medical pet needs, and unexpected household issues with discretion, consistency, and clear communication.
- Led a small team through sensitive care situations, improving consistency while preserving the personal trust clients expected.
- Converted everyday client interactions into a deeper understanding of human behavior - how people communicate anxiety, loyalty, preference, trust, and satisfaction.
- Connected this service experience to digital marketing by recognizing that strong brands, like trusted care providers, earn loyalty through empathy, responsiveness, consistency, and emotional reassurance.

Alinea Restaurant — Chicago, Illinois

At Alinea, Justin worked in a world-renowned three-Michelin-star environment where food, design, timing, sound, sequence, and service combined to create narrative-driven guest experiences. This developed his understanding of experience architecture and the emotional power of detail.

- Executed precise culinary production across multiple stations, contributing to immersive dining experiences that shaped guest memory through food, story, and sensory design.
 - Helped deliver one of the world's most refined hospitality experiences by aligning technical precision with emotional impact.
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- Trained incoming kitchen staff on station execution and quality standards, improving consistency and preserving creative and operational discipline.
- Supported research and development for new menu concepts, applying cultural curiosity, sensory awareness, and disciplined experimentation to guest experience design.

UNIVERSITY PROJECTS

INOV 2010: BI History Project — Institutional Storytelling / Archival Narrative

- Conducted original interviews with Bachelor of Innovation founders and translated fragmented firsthand accounts into the program's first authoritative historical narrative.
- Preserved institutional memory by turning individual stories into a coherent cultural record that strengthened the program's identity and continuity.

INOV 3010: CareerFootprint — Product Development / Brand Narrative / Client Translation

- Guided a client's undefined concept into a functional prototype, converting ambiguity into clear product direction with visual, technical, and narrative coherence.
- Coordinated AI integration, graphic design, and technical prototyping into a unified user experience, strengthening client confidence and making the product more usable and marketable.

INOV 2100: Technical Writing / NIH Grant Project — Interdisciplinary Communication

- Synthesized research across biology, behavioral psychology, medical device law, and patent history into a structured NIH grant application.
- Translated complex interdisciplinary material into precise, review-ready technical language for expert audiences.

INTERNATIONAL EDUCATION & CULTURAL FLUENCY

Nanjing University — Nanjing, China

- Achieved HSK 4 Mandarin proficiency through formal study and sustained immersion, gaining practical experience communicating across linguistic and cultural boundaries.
- Built relationships across China, Taiwan, and Japan, developing firsthand understanding of how language, food, etiquette, travel, and shared cultural experiences shape human connection.
- Designed and delivered English-language curriculum that helped students connect abstract language concepts to lived human experience.
- Developed cross-cultural intuition that enhances marketing credibility by helping Justin understand not only what people say, but what motivates them, reassures them, and earns their attention.

Institut Paul Bocuse / Institut Lyfe — Lyon, France

- Studied culinary arts management in a French gastronomic tradition where food, culture, service, and storytelling are treated as inseparable parts of the guest experience.
- Applied cultural research into recipe development, connecting history, regional identity, art, and hospitality into experiences that communicated meaning through food.
- Served as an international student ambassador, helping incoming students, faculty, and corporate partners feel welcomed, understood, and connected across cultural differences.

DIGITAL MEDIA, MARKETING & COMMUNICATION STRENGTHS

Justin's digital marketing value comes from the combination of technical media skill and human insight. He understands that effective content must do more than look polished. It must connect with the viewer's identity, values, emotions, and cultural frame of reference.

- Brand storytelling and audience-aware content development
- Cross-cultural communication and human-centered messaging
- Visual narrative, multimedia production, and creative direction
- Client interpretation, relationship-building, and hospitality-driven user experience
- Interdisciplinary project coordination across creative, technical, and strategic workstreams

TECHNICAL SKILLS

Graphic Design & Visual Media: Adobe Photoshop, Lightroom, InDesign, Premiere, After Effects

Audio & Music Production: FL Studio, ProTools, Audacity

Productivity & Collaboration: Microsoft Office Suite, Google Workspace

Languages: Mandarin Chinese HSK 4; French A2

Culinary & Hospitality: Fine dining technique, restaurant operations, menu development, guest experience design, restaurant logistics, restaurant accounting, hospitality management

REFERENCES

Diana Sanchez, Colorado Paid Partnerships Manager | (719) 209-1443
Larry Maslin, CEO, Resume Footprint | (303) 748-3354
Celia Clements, Restaurant Manager, Alinea Restaurant | (312) 806-0771