

# HILLARY KRAVETTE

## ART DIRECTOR

Strategic creative who elevates brands through visual storytelling and insight-driven design. Culturally fluent in emerging media, trends, and technologies, with a strong understanding of human behavior.

### HillaryKravette.com

New York Metropolitan Area  
LinkedIn.com/in/Hillary-Kravette  
HillaryKravette@gmail.com  
(201) 410-9368

### SKILLS:

Art Direction  
Creative Direction  
Concept Development  
Brand Identity & Visual Systems  
Creative Strategy  
Digital & Print Design  
Typography & Layout  
Generative AI Design & Copy  
Photo Editing & Retouching  
Copywriting  
Motion Design  
Video Editing  
Social Media

### SOFTWARE:

Photoshop  
Illustrator  
InDesign  
After Effects  
Premiere Pro  
Firefly  
Midjourney  
Claude  
ChatGPT  
Figma  
XD  
Lightroom  
Google Slides  
Microsoft Office  
Keynote

### EXPERIENCE:

#### Art Director

2023 – 2026

##### Tag Worldwide Creative Agency (Dentsu Group)

- Directed and designed integrated campaigns for 17 global brands within \$22B portfolio, delivering 130+ projects across branding, web, social, print, OOH, experiential, and video
- Produced FIFA World Cup 2026 campaign assets across e-commerce and OOH stadium field boards for clients
- Created OOH animation at JFK Airport for product launch, reaching ≈5M people
- Led creative development for oral care product launch featuring hyaluronic acid, creating a premium visual identity that repositioned brand within beauty category
- Directed social-first content across multiple brands, achieving 623% increase in Instagram followers for one key brand
- Oversaw 35+ shoots, directed talent, and led post-production sessions with team
- Produced campaign-ready AI-generated visual in 30 minutes, outperforming competitor's estimated one-week turnaround

#### Graphic Designer / Social Media Manager

2023

##### Ana Martins PR Creative Agency

- Led visual direction and created content for 10+ luxury clients in fashion, fine jewelry, watches, and real estate across social, experiential, print, web, and email
- Spearheaded creative direction for SoHo experiential retail installation at Sartoria Studio with Scabal, developing an immersive showcase of brand's high-end fabrics
- Developed and pitched creative concepts for AI-driven campaign for Bomberg Watches, integrating emerging technology with premium storytelling
- Created and distributed press releases to 25,000+ international journalists, generating coverage in *Vogue*, *Forbes*, *Vanity Fair*, and *New York Times*
- Selected clients include WatchTime, Fashion Group International, Arnold and Son

#### Graphic Designer / Photo Editor

2020 – 2023

##### Freelance

- Developed digital and print assets aligned with client goals and brand vision
- Edited and restored 50+ archival photographs of Edie Sedgwick for book release
- Designed infographics, layouts, and visual assets for PR agency
- Produced *New York Times* editorial submission

#### Teaching Assistant

2018 – 2020

##### Purchase College (SUNY)

- Led and trained 80+ creatives in art direction, concept development, design, copy, and visual storytelling utilizing Adobe Creative Suite for 2 years
- Provided feedback on 300+ student projects, improving portfolio quality

#### Graphic Designer / Social Media Manager

2017 – 2018

##### HBIC-Tech (Event Technology Services)

- Designed website for international client base, including Fortune 500 companies; improved SEO to support client growth for technology services firm
- Developed digital content across website, social media, and email marketing

#### Art Director Intern

2017

##### FCB Advertising Agency (Interpublic Group)

- Drove the creation of print and digital assets for 360° advertising campaigns, working across creative strategy, concept development, and design execution
- Presented research-driven creative solutions to senior creative leadership

### EDUCATION:

#### Master of Fine Arts (MFA), Media Arts and Culture

2020

Purchase College, SUNY

#### Bachelor of Fine Arts (BFA), Advertising Design

2017

Minor: Creative Technology – UX/UI  
Fashion Institute of Technology, SUNY