

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

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SKILLS:

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

SOFTWARE:

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Firefly
ChatGPT
Midjourney
Figma
XD
Lightroom
Google Slides
Microsoft Office
MailChimp
Canva
Shopify

EXPERIENCE:

Art Director, Tag Worldwide Creative Agency (Dentsu Group)

2023 – Present

- Directs and designs creative campaigns for 17 brands within \$22B global portfolio, producing 130+ projects including branding, event materials, social campaigns, video/photo content, storyboards, banners, OOH, infographics, and decks
- Created OOH animation at JFK Airport for product launch, reaching ≈5M people
- Develops social media content across multiple brands, achieving 466% follower increase for one key client
- Oversaw 35+ shoots, directed talent, and led post-production sessions with team
- Crafted image using AI in 30 minutes, beating competitor's one-week estimate

Graphic Designer / Social Media Manager, Ana Martins PR Creative Agency

2023

- Led and created content for 20+ luxury fashion, fine jewelry, timepiece, and real estate clients across ads, social, web, video, experiential, print, and email
- Provided strategic creative direction to CEOs, directors, and cross-functional teams, shaping campaign concepts and visual storytelling
- Created and distributed press releases to 25,000+ international journalists, generating coverage in *Vogue*, *Forbes*, *Vanity Fair*, and *New York Times*
- Clients include WatchTime, Fashion Group International, Arnold and Son, Filienna, Stephen Silver Jewelry, Kross Studio, Angelus, Marija Iva, and Sartoria Studio

Graphic Designer / Photo Editor, Freelance

2020 – 2023

- 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 imagery for PR agency
- Produced *New York Times* editorial submission

Teaching Assistant, Purchase College (SUNY)

2018 – 2020

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

Graphic Designer / Social Media Manager, HBIC-Tech

2017 – 2018

- Designed website (desktop and mobile) for international client base including Forbes 500 list; utilized SEO, improving growth of clientele
- Created content for website, social media platforms, and emails
- Managed client communications across digital and direct channels

Art Director Intern, FCB Advertising Agency (Interpublic Group)

2017

- Produced print and digital assets, including storyboards, guidelines, infographics, website layouts, and presentations
- Collaborated with creative team to develop concepts, designs, and copy
- Presented research-driven creative solutions to creative directors

EDUCATION:

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

Purchase College, SUNY

Bachelor of Fine Arts (BFA), Advertising Design

Minor: Creative Technology – UX/UI

Fashion Institute of Technology, SUNY