

HILLARY KRAVETTE

ART DIRECTOR

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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, print, digital (social, e-commerce, web, banner ads), OOH, experiential, video, and broadcast
- Oversaw 35+ photo and video shoots spanning food, sports, wellness, beauty, lifestyle, and seasonal/holiday content, while directing talent, creative teams, styling, and post-production
- Produced FIFA World Cup 2026 campaign assets for global broadcast, OOH stadium video boards, and e-commerce
- Art directed OOH animation at JFK Airport for product launch, reaching ≈5M people, leading storyboard design, animation direction, layout execution, and post-production
- Directed social-first content across multiple brands, developing creative direction, design, and copywriting that drove 623% increase in Instagram followers for one key brand
- Led creative development for product and brand campaigns including an oral care product launch featuring hyaluronic acid, establishing a premium visual identity that repositioned the brand within beauty category
- Produced campaign-ready AI-generated visual in 30 minutes, outperforming competitor's estimated one-week turnaround

Graphic Designer — Art Direction

2023

Ana Martins PR Creative Agency

- Led visual direction and content creation for 10+ luxury clients across hospitality, fashion, fine jewelry, watches, accessories, lifestyle, and real estate, producing assets for experiential, print, and digital (social, e-commerce, web, email)
- Spearheaded creative direction for SoHo experiential retail installation at Sartoria Studio in collaboration with Scabal, creating display concept that showcased brand's high-end fabrics
- Developed and pitched creative concepts for AI-driven campaign for Bomberg Watches, integrating generative imagery with brand identity and premium storytelling
- Created and distributed press release emails to 25,000+ international journalists, generating coverage in *The New York Times*, *Vogue*, *Forbes*, *Financial Times*, and *Vanity Fair*
- Selected clients include WatchTime, Fashion Group International, Stephen Silver Fine Jewelry, Kross Studio, Angelus

Graphic Designer & Photo Editor

2020 – 2023

Freelance

- Edited and restored 50+ archival photographs of Edie Sedgwick for book publication
- Developed digital and print design assets for PR agency, including infographics, layouts, and brand materials
- Produced *New York Times* editorial submission

Teaching Assistant

2018 – 2020

Purchase College (SUNY)

- Led and mentored 80+ creatives in art direction, concept development, copywriting, film, and visual storytelling, critiquing 300+ projects and improving portfolio quality

Graphic Designer & Social Media Manager

2017 – 2018

HBIC-Tech (Event Technology Services)

- Designed website and developed social media and email marketing content for event technology company serving Fortune 500 clients across entertainment, music, sports, fashion, and television, including MTV, VH1, Marvel, NFL, and Mercedes Fashion Week

Art Director Intern

2017

FCB Advertising Agency (Interpublic Group)

- Developed print, digital, and broadcast assets for 360° advertising campaigns at one of the world's largest agency networks, collaborating across creative strategy, concept development, and design execution

SKILLS:

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

SOFTWARE:

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

EDUCATION:

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

Purchase College, SUNY

Bachelor of Fine Arts (BFA), Advertising Design

Fashion Institute of Technology, SUNY

Minor: Creative Technology – UX/UI