

# 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.

### **HillaryKavette.com**

LinkedIn.com/in/Hillary-Kravette  
HillaryKavette@gmail.com  
(201) 410-9368

### **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 \$22 billion global consumer portfolio, producing 130+ digital and print projects
- Created OOH animation at JFK Airport for product launch, reaching ≈32M people
- Develops social media content across multiple brands, achieving 466% follower increase for one key client
- Crafted image using AI in 30 minutes, beating competitor's one-week estimate
- Oversaw 35+ shoots, directed talent, and led post-production sessions with team
- Produces assets including storyboards, social campaigns, video/photo content, banners, event materials, infographics, OOH, and presentations

#### **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 a *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 commercial storyboards, brand guidelines, website layouts, infographics, and presentation decks
- 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