

HILLARY KRAVETTE

ART DIRECTOR

Passionate, high-performing creative that elevates brands by providing impactful strategies and designs. Culturally astute in emerging media platforms, trends, and technologies, while understanding human behavior and emotion.

HillaryKravette.com

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(201) 410-9368

SOFTWARE:

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Lightroom
Figma
XD
Microsoft Office
MailChimp
SquareSpace
Wix
Shopify
ProPresenter
Google Slides
Launch Metrics

SKILLS:

Art Direction
Copywriting
Digital Design
Print Design
Concept Development
Research & Strategy
Brand Identity
Experiential Design
Photo Editing & Retouching
Motion Design
Packaging Design
Video Editing
Typography
Social Media Marketing
Public Relations

EXPERIENCE:

Art Director, Tag Worldwide Creative Agency (Dentsu Group)

June 2023 - Present

- Creates and directs visual assets for advertising campaigns, establishing overall style, tone and feel across digital and print mediums
- Presents creative concepts and decks to clients and internal teams
- Directs campaign shoots and editing sessions with creative team
- Collaborates with directors, designers and producers to develop campaigns

Lead Graphic Designer, Ana Martins PR & Creative Communications Agency

Feb 2023 - June 2023

- Designed content for high-end luxury advertisements, events, social media posts, websites, videos, paper goods, and presentations
- Created, managed, and sent press release emails to 25,000+ international journalists at companies such as Vogue, Forbes, Vanity Fair, and New York Times
- Provided creative ideas to CEOs, directors, strategists, and designers in meetings

Graphic Designer / Photo Editor, Self-Employed

Jul 2020 - Feb 2023

- Created artistic concepts and designs for both digital and print channels, understanding client's business objectives, brand, and target audience
- Edited and restored original photographs of Edie Sedgwick for book publication
- Collaborated with software engineer to redesign website, improving user experience and interface for Homeowners Association beach community

Teaching Assistant, Purchase College (SUNY)

Sep 2018 - May 2020

- Taught *Design Principles* and *Short Film Production* utilizing Adobe Creative Suite, leading and training 80+ students in art direction, concept development, storytelling, and copy for 2 years
- Evaluated student's projects, providing directional feedback for improvements to meet or exceed course's creative standards

Graphic Designer / Social Media Manager, HBIC-Tech

Oct 2017 - Jan 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 holiday e-card
- Managed and engaged clients on social media, phone, and email

Art Director Intern, FCB Advertising Agency (Interpublic Group)

Jan 2017 - Apr 2017

- Collaborated with creative team to develop concepts, designs, and copy
- Presented unique solutions and research to creative directors
- Produced designs for print and web such as commercial storyboards, brand guidelines, website layouts, infographics, and presentation decks

EDUCATION:

Purchase College, SUNY

Master of Fine Arts (MFA), Media Arts and Culture, May 2020 (GPA: 3.7)

Fashion Institute of Technology, SUNY

Bachelor of Fine Arts (BFA), Advertising Design, May 2017

Minor: Creative Technology (UX / UI)

Associate of Social Science (ASS), Communication Design, May 2015

University of the Creative Arts

England, UK, Aug - Dec 2016

- Studied abroad taking honors classes; traveled to 13 European countries