

HILLARY KRAVETTE

ART DIRECTOR

High-performing creative who elevates brands through strategic, impactful design. Culturally fluent in emerging media, trends, and technologies, with a strong understanding of human behavior.

HillaryKravette.com

LinkedIn.com/in/Hillary-Kravette

HillaryKravette@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)

June 2023 - Present

- Designs and directs creative campaigns for 15 brands within a \$22 billion global consumer portfolio, producing 130+ digital and print projects in 3 years
- Creates social media content across multiple brands, achieving a 400% follower increase for one key client
- Oversaw 35+ shoots, directed talent, and led post-production sessions with team
- Produced an OOH animation at JFK Airport for a new product launch, reaching an estimated 2.4 million people

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

Feb 2023 - June 2023

- Designed content for 20+ high-end fashion and luxury clients, including ads, events, social media, websites, videos, print materials, emails, and presentations
- 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

Graphic Designer / Photo Editor, Self-Employed

Jul 2020 - Feb 2023

- Developed digital and print assets aligned with business objectives
- Edited and restored 50+ archival photographs of Edie Sedgwick for book release
- Designed infographics and layouts for PR agency

Teaching Assistant, Purchase College (SUNY)

Sep 2018 - May 2020

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

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 emails
- Managed client communications across digital and direct channels

Art Director Intern, FCB Advertising Agency (Interpublic Group)

Jan 2017 - Apr 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:

Purchase College, SUNY

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

Fashion Institute of Technology, SUNY

Bachelor of Fine Arts (BFA), Advertising Design

Minor: Creative Technology (UX / UI)

Associate of Social Science (ASS), Communication Design

University of the Creative Arts, England, UK