

# 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

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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)**

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**