



Hilli Kushnir

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TOOLS

Figma, Sketch,
Invision, Adobe
Suite, MS Office,
Keynote.

EDUCATION

Vital / Shenkar,

Tel-Aviv

BFA

Graphic Design

Hi, I'm Hilli. A NYC based senior visual designer and illustrator with over twenty years of industry experience. I love a great story. I love telling a great story. I do that by designing visually enticing digital experiences for products, brands and users, or illustrating children's books (and other kiddy products).

PROFESSIONAL EXPERIENCE

B&H Photo, Senior Visual Designer | August 2018 – Present

- Optimizing, governing and maintaining the B&H design system
- Overseeing all aspects of several large-scale event microsites from inception to launch: visual design, event design system creation and cross team collaboration between UX, events, development and stakeholders. This effort brings in record numbers of participants and sales for the company yearly
- Improving user engagement and user experience in various areas of the B&H website. Collaborating with user research, product, developers and stakeholders to prototype and ship solutions to user pain points.
- Driving vendor and company sales through large scale banners, landing pages and other marketing materials

Children's books Illustrator | January 2012 – August 2018

- Illustrated children's books for publishers such as Hachette, Houghton Mifflin Harcourt, Random House Kids, Quarto, LittleTiger, Sterling, Cottage Door Press and more
- Designed numerous greeting cards and children products for Papyrus, American Greetings, Hallmark, Galison/mudpuppy and many others
- Illustrated patterns and prints sold through GropFour.com
- Created best selling iPhone emojis for Ree and Bending Spoons

Mindspark Interactive, Senior Designer / Animator | Aug 2007 - January 2012

- Increased user participation by redesigning characters and assets for Zwinky and ZwinkyCuties.com
- Invented, illustrated, animated user favorite characters PB & Jay eCards and products thus doubling sales
- Generated, enhanced and animated numerous eCards and screensavers
- Designed a line of printable cards and items, iPhone wallpapers and screen savers
- Increased user engagement by coming up with new brand style guides for ads and landing pages

PerryEllis.com, Creative Director | Dec 2006 – Aug 2007

- Increased site sales by updating perryellis.com, originalpenguin.com with fresh designs regularly
- Increased user traffic by standardizing marketing campaigns, print ads, and banners
- Worked closely with merchandisers to undergo season transitioning
- Supervised vendors to maintain brand identity