



Hilli Kushnir

917.568.4666

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www.hillik.com

An illustrator with over a decade of experience in graphic and web design. Professionally I'm equally happy to work on children's books and other kid products and draw whimsical characters in happy colors, or to design for web, ecommerce and marketing which call for a more minimal and clean aesthetic. I'm reliable, take directions easily, detail and deadline oriented, have a quirky sense of humour and am overall a great gal.

SKILLS

Extensive knowledge of Adobe CS such as Illustrator, Photoshop, InDesign, Dreamweaver, Flash, MS Office

PROFESSIONAL EXPERIENCE

Children's Illustrator / Web and Graphic Designer | January 2012 – Present

Illustration:

- Illustrated children's books for publishers such as Hachette, Houghton Mifflin Harcourt, Rodale, Hallmark, Sterling, Sliver Dolphin and more.
- Designed numerous greeting cards and children products for Papyrus, Design Design, Peaceabke Kingdom, Galison/mudpuppy and others.
- Illustrated patterns and prints sold through GropFour.com
- Created best selling iPhone emojis for Ree and Bending Spoons

Design:

- Designed and maintained websites through content management systems for clients such as Dodoni, Fugu Shoes, ECP and more.
- Designed banners, newsletters and other marketing materials for ECP, Letoile, HealUSA, Nutraceutical, C.O.Bigelow and others.
- Created infographics for companies such as EcommercePartners, Intelligent Delivery, Pompeo
- Designed, Illustrated and supervised brand materials for clients such as ECP, Mama'sHood, Lusciouss Jewellery, Varsity, N.I.T, Mindspark
- Designed and oversaw promotional printed materials such as business cards, flyers and brochures.

, Senior Graphic Designer | Aug 2007 - Januray 2012

- Created characters and designs for ZwinkyCuties.com
- Invented my own characters PB & Jay and their line of eCards and screen savers, increasing card sales
- Worked on numerous eCards and screensavers
- Generated a line of printable cards and items, iPhone wallpapers and screen savers
- increased user engagement by inventing new standards for ads and landing pages

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

- Updated perryellis.com, originalpenguin.com
- Standardized marketing campaigns, print ads, and banners - increasing user traffic
- Worked closely with merchandisers to undergo season transitioning
- Supervised vendors to maintain brand identity



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American Greetings, Datran Media, EcommercePartners, Freelance Designer | Jan 2004 – Dec 2006

- Illustrated and animating ecards, winks and emoticons
- Invented original interactive avatar characters for MS chat
- Created newsletters, emails and promotional materials
- Designed branding materials and logos for Datran Media clients
- Designed clients' websites and online stores
- Generated marketing materials such as brochures, business cards, ads and posters

EcommercePartners, Designer | Dec 2000 – Oct 2003:

- Developed and maintained client web sites
- Collaborated on corporate identity briefs including logos, banner ads and print materials
- Actively participated in meetings and presentations with clients
- Consulted on interface and information architecture issues

ADDITIONAL EXPERIENCE

- Was Partner in a Buffalo Girls design collective that created posters, magazine ads and branding materials for various clients
- Supervised print and professional scanning services for pre-press company
- Managed a staff of 5 people to ensure project deadlines were met
- Provided Phone Help Desk support and assisted customers in troubleshooting technical problems

EDUCATION

Vital School of Design, Israel, B.A- Graphic Design | 1996-2000

Coursework:

Graphic Design, Typography, Illustration, Multimedia, Advertising, Magazine Design, Brand Design, Packaging Design

Currently represented as an Illustrator by Astound Art Agency in NY, NY.