



Hilli Kushnir

917.568.4666

hillik@hillik.com

www.hillik.com

An illustrator with over a decade of experience in graphic and web design. I'm equally happy when I generate work for children with whimsical characters in happy colors, or designing for web, ecommerce and marketing which bring out a minimal, clean and elegant side of me. 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, 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

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, Luscious 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 regularly
- Standardized marketing campaigns, print ads, and banners - increasing user traffic
- Worked closely with merchandisers to undergo season transitioning
- Supervised vendors to maintain brand identity



Hilli Kushnir

917.568.4666

hillik@hillik.com

www.Hillik.com

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

- Illustrated and animated 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

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.