



jillian hancock

Art Direction + Design

jillianhancock.com

password: hiringjillian

education

Boston University '11

specialties

Art Direction

Email Design

Content Creation

Strategic Ideation

Video Storyboards

Visual Moodboards

Mentorship

contact

jillianrmh@gmail.com

610.360.6339

experience

LILLY PULITZER Creative Content Design Supervisor

KING OF PRUSSIA, PA • MARCH 2019 - PRESENT

Design engaging, on-brand marketing emails generating over \$25M in revenue annually. Conceptualize, plan and art direct styled laydowns, on-model and video campaigns for use across all digital platforms. Manage a team of retouchers and oversee the brand standards of all e-commerce photography ensuring color and product accuracy. Partner with the Design Manager to establish the visual direction for seasonal campaigns. Collaborate extensively with internal departments and external partners including producers, photographers, and videographers.

LILLY PULITZER Senior Designer

KING OF PRUSSIA, PA • MARCH 2017 - MARCH 2019

RUE LA LA Senior Designer

BOSTON, MA • MARCH 2014 - MARCH 2017

Designed daily web content in an extremely fast-paced environment, specializing in the home and promotional categories. Produced mood boards, prop lists and product selection for remote photoshoots. Collaborated daily with art directors, copywriters, merchants and producers. Led a team of junior designers, providing design critique and mentorship.

STAPLES INC. Contract Designer

FRAMINGHAM, MA • JUNE 2013 - MARCH 2014

Designed print and web collateral for Staples Brand products including brochures, packaging, and advertising. Art directed and organized product and lifestyle photoshoots. Illustrated storyboards for consumer-facing videos.

NEW BALANCE Contract Designer

BOSTON, MA • MAY 2012 - DEC 2012

Designed large-scale signage and print pieces for major retailers and events. Produced various email designs and templates. Developed sell sheets for potential vendors. Assisted in environmental design installments.