

Jessica Hiller

ART DIRECTION
& DESIGN



/ ABOUT ME

Hi, I'm Jessica!

I am a passionate and experienced creative lead with a strong vision for design. A careful thinker and researcher, I strategically plan and execute large-scale projects. Organized and process-orientated, I don't let anything fall through the cracks. I am a team player and expert collaborator with a knack for mentorship—ready to join in, make friends, and get to work!

/ EDUCATION

Hartford Art School

2001-2005



BFA, Visual Communications Design
Minor, Art History
Magna Cum Laude

/ SOFTWARE

Adobe Creative Suite
After Effects
Figma/Sketch
PowerPoint/Keynote
JIRA/Workfront
Miro

/ CONTACT

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Portfolio & Resume  



/ WORK EXPERIENCE

Art Director / Food & Home Appliances

Oct 2018-Feb 2023 • Hoboken, NJ

Newell Brands

- Led digital visual strategy for Calphalon, Rubbermaid, FoodSaver, CrockPot, and Oster resulting in successful 360° campaigns like Rubbermaid Duralite Bakeware.
- Established trust with brand clients through creative concept presentations that explored new visual avenues while meeting guidelines and marketing briefs.
- Developed the framework for guiding virtual brainstorm sessions to plan video storyboards and photography shot lists—including inspiration and trend deep dives and competitive research. Collaborated with in-house studio specialists. Oversaw on-set direction and managed post-production editing and motion graphics.
- Mentored designers in creating digital marketing assets, including paid and organic social media, email campaigns, and landing pages, resulting in increased sales.
- Collaborated with cross-functional partners (industrial design, packaging, and copywriting teams) to create seamless omnichannel experiences—championing the e-commerce user and providing best-practice UI/UX for both mobile and desktop.

Design Director

Jul 2016-Aug 2018 • New York, NY

Adorama

- Managed a team of four direct reports and provided art direction for digital & print marketing, tradeshow, and in-store displays.
- Built brand guideline document for promotional and retention emails.
- Created landing pages for brands like Canon, Nikon, Sony, RED, Apple, Bose, and Sonos.
- Collaborated with marketing to build strategic briefs for the design team.
- Initiated a more efficient workflow process, including weekly marketing/design meetings and monthly project calendars, which resulted in tripling design output.
- Designed the Abandoned Trigger Email Series resulting in a revenue lift (~\$350k/mo).
- Improved promotional emails to include multiple category click points resulting in a 31% increase in click-to-open rate and a 72% increase in revenue from 2017 to 2018.

Art Director

Mar 2013-Jun 2016 • New York, NY

GroundLink / A B2B/B2C company that provides booking technology for professional, safe, and reliable black car service.

- Won the 2013 HSMIAI Adrian Award – Gold/Digital Marketing
- Led a new “Hamptons Private Driver” campaign including email, landing page, social, PR, and print and display ads, increasing Hamptons business by 54%.
- Worked with the Product Team to design the UI/UX for GroundLink.com and the GroundLink Mobile App.
- Collaborated with the overseas IT team to develop new CMS templates for the site.
- Designed and coded the Welcome Email Series campaign which garnered over 25% open rates and new customers booked 3-4 times more.
- Optimized emails and web pages using data analytics collected from Marketing.
- Provided designers with direction to maintain brand guidelines and managed workloads.
- Organized a project management process and initiated weekly update meetings.

Senior Designer

Nov 2011-Mar 2013 • Chicago, IL

Ryan Partnership

- Promoted from Web Studio Artist to Senior Designer
- Designed emails and direct mailers for The Home Depot and The Home Depot Garden Club using brand guidelines and asset library.
- Created a Martha Stewart guest email series for THDGarden Club; challenged to find creative solutions to meld the two brand identities into a cohesive design.
- Designed landing pages and display ads for American Express Business.

More experience listed on [LinkedIn](#).