

HILLARY CHIN



hillarychin.com
hello@hillarychin.com

Los Angeles, CA

Skills

Technical

Adobe Creative Suite
InVision
Figma
Sketch
HTML5/CSS3

Design

branding/identity,
print, digital,
direct response,
performance/growth
marketing, direct mail,
logo, web, editorial,
UI/UX, motion, type

illustration
lettering
print production
art direction
social media
digital photography
retouching
prop styling
bookbinding



Education

New York University
Integrated Digital Media, B.S.

May 2017
New York, NY

Experience

Honeybee Health
Freelance Designer

Culver City, CA
Apr - Jun 2020

- + Designed a variety of marketing assets, including paid social ads, organic social and blog content, e-books, infographics, and printed materials.

ZipRecruiter
Designer
Associate Designer

Santa Monica, CA
Jul 2019 - Apr 2020
Jul 2017 - Jul 2019

- + Designed digital and print marketing assets across a range of mediums including paid and organic social, direct mail, advertising, marcom, web, events, video, and TV.
- + Developed and evolved ZipRecruiter's brand identity through icon, illustration, typography, animation, and landing page design.
- + Lead designer on direct mail with 5M+ pieces sent a month.
- + Led social media design and content creation.
- + Concepted, designed, and presented strategic creative based on key performance metrics and applied learnings from monthly test results.
- + Managed the creative process from inception to completion - from the brief to ideation, pitching ideas, developing and refining creative based on feedback, facilitating communication and art direction with external agencies, to executing production of final print or digital assets.
- + Collaborated cross-functionally with creative directors, copywriters, stakeholders, and project managers.
- + Created highest performing direct mail package (88% higher response rate) and digital ad campaign of 2019.

New York University
Graphic Designer

New York, NY
Apr 2015 - May 2017

- + Designed marketing campaigns for large-scale programs.
- + Conceptualized branding for NYU's Welcome Week, a renowned university tradition that reaches 9000 students, and created promotional graphics across a range of mediums to advertise marquee events.
- + Successfully increased event attendance for marquee events.
- + Work included print and digital flyers, brand guide, postcards, large format signage, environmental graphics, swag, and motion graphics.