

Hilli Kushnir | 917.568.4666 | hillik@hillik.com | www.Hillik.com

Objective: To generate innovative and creative design / illustration work for you, my happy client.

Skills: Extensive knowledge of Adobe CS such as Illustrator, PhotoShop, Dreamweaver, and Flash

Professional Experience:

January 2012 - Present: Freelance designer and Illustrator

April 2008 - Januray 2012: Senior Graphic Designer, Mindspark

Creating characters and designs for zwinky.com and ZwinkyCuties.com, inventing my own characters PB & Jay and their line of eCards and screen savers on MyFunCards.com and PopularScreenSavers.com, working on numerous eCards, generating a line of printable cards and items, iPhone wallpapers and screen savers. Generated new standards for ads and landing pages.

Aug 2007 – April 2008: Freelance Graphic Designer, MindSpark

Creating, illustrating and modifying assets and designs for sites such as Zwinky.com and webfetti.com

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

Updating perryellis.com, originalpenguin.com, creating marketing campaigns and newsletters, print ads, banners. Working closely with merchandisers to undergo season transitioning. supervising vendors and maintaining brand identity.

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

For American Greetings:

1. Illustrating and animating ecards, winks and emoticons
2. Creating and updating interactive avatar characters

For Datran Media:

1. Creating newsletters, emails and promotional materials
2. Creating branding materials and logos for Datran Media clients

For ECommercePartners:

1. Building websites for clients
2. Creating illustrated promotional materials such as desktop calendars, T-shirts and mugs
3. Developed the company's sub brand - 7designers identity and logo.

Dec 2000 – Oct 2003: Designer, EcommercePartners New York, NY

June 1999 – Dec 2000: Freelance Designer: EcommercePartners New York, NY

1. Developed and maintained client web sites
2. Collaborated on development of comprehensive corporate identity materials including logos, banner advertisements and print materials
3. Actively participated in meetings and presentations with clients
4. Consulted on interface and information architecture issues

Jan – June 2000: President, Buffalo Girls Designs Tel-Aviv, Israel

1. Financed and managed self-owned web design and print company
2. Designed and illustrated posters, magazine advertisements and fully integrated branding materials for various clients
3. Responsible for all aspects of operation including financial management, sales and marketing, design and production

1994-1999: Supervisor, Total Graphics Tel-Aviv, Israel

1. Supervised print and professional scanning services for pre-press company
2. Managed a staff of 5 people to ensure project deadlines were met
3. Provided Phone Help Desk support and assisted customers in trouble shooting technical printing problems

Education:

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

Coursework: Graphic Design, Typography, Illustration, Multimedia, Advertising, Newspaper design, Brand design, Packaging design

Work Featured On:

Shift Japan (www.shift.jp.org) issue no. 67

Pictoplasma (www.pictoplasma.com)

WebDesigner magazine – issue 99

Forno Magazine - Issue no. 5

Sample Site List:

www.Hillik.com

www.unique-wedding-invitations-ny.com

www.ecards.myfuncards.com

www.popularsreensavers.com

