



# Hilda Hermosillo

ART DIRECTOR & GRAPHIC DESIGNER

## CONTACT

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## EDUCATION

**The University of Georgia**  
Bachelor of Fine Arts  
Graphic Design  
August 2006 – May 2010

## INTERESTS

Interior Design  
DIY // Home Crafts  
Drawing // Illustration  
Greenery // Plants  
Typography  
Visiting Art Museums  
Listening to music

## EXPERIENCE

**Senior Art Director**, SCUF Gaming  
*August 2021 – Present*

**Creative Design Lead**, Mizuno USA, Inc.  
*September 2019 – August 2021*

**Art Director**, Havas Sports & Entertainment  
*April 2017 – Present*

**Graphic Designer**, ignition  
*February 2013 – April 2017*

**Graphic Designer**, Athens Social Media  
*February 2011 – January 2013*

## CAPABILITIES

Create engaging concept & story development for experiential, digital, and print — partner with copywriters, strategists and marketing managers to craft ideas.

Create and implement Brand Guidelines and Visual identity Systems

Lead visual concept development following brand standards and VIS

Lead and produce creative product launch assets — photography, renderings, video storyboards, and graphic assets

Lead pitch design and presentation with clients/stakeholders and internal partners

Collaborate closely with copywriters and graphic designers to create design assets

Direct renderers and illustrators to create representations of the environments/activations/structures

Direct photographers and videographers to capture and edit storytelling content

Lead development of graphic assets for events and digital campaigns: UI design (website and apps), digital banners as well as design for large format print and traditional print

Work well with others by being supportive in a team environment and flexible with people's working styles

Tools: Illustrator, Indesign, Photoshop, Acrobat, Keynote, PowerPoint, and dabble in Premier

## BRANDS

SCUF Gaming, Corsair, Mizuno, Coca-Cola, smartwater, Hennessy, ViiV Healthcare, Delta, Kia, Nando's PERi-PERi, McDonald's, NBCU