



Hilary Coles

Experience

DIGITAL DESIGNER ASAPP 06/2021 – 08/2022

Supported sales and marketing efforts by updating and codifying a refined brand identity, redesigning the website, creating landing pages, HTML emails, and assets, as well as photographing employees and managing projects for the creative team.

SENIOR DESIGNER SMARTBUG MEDIA 07/2018 – 03/2020

Promoted within four months of being hired, to lead and mentor a team of visual and UX designers. Designed websites, digital marketing materials, conducted UX research, built wireframes, and led brand projects.

ART DIRECTOR DRIVE BRAND STUDIO 10/2016 – 07/2018

Worked with the creative team to craft print, digital, and video campaigns. Collaborated with clients, managed projects, and successfully spearheaded efforts to change the creative culture to improve user experience and web processes.

DESIGNER & PHOTOGRAPHER ZENTEA 04/2015 – 10/2016

Developed a design system and created a library of authentic photographs that transformed ZenTea's visual identity. Worked on print materials, packaging design, lifestyle and product photography, email marketing, and strategy.

GRAPHIC DESIGNER CCCA 11/2013 – 12/2014

Assisted marketing team by designing and producing RFP responses, editing and manipulating photos, and reorganizing project information databases.

GRAPHIC DESIGNER GPC 09/2011 – 01/2014

Designed for a range of print and digital projects including an award-winning newsroom website. Successfully managed projects from concept to completion, coordinating between clients, copywriters, photographers, print vendors, and the art director.

Skills

FRONT-END
DEVELOPMENT
VISUAL DESIGN
ART DIRECTION
WEB DESIGN
UX/UI DESIGN
BRANDING
MOTION
PRINT & DIGITAL
PHOTOGRAPHY
PHOTO EDITING
STYLING
VIDEO EDITING
ILLUSTRATION
STRATEGY

Volunteer Work

WHITE MOUNTAINS PRIDE – DESIGNER LGBTQ 2019

ARTS TAMWORTH – EXECUTIVE BOARD MEMBER/DESIGNER ARTS & CULTURE 2017 – 2019

CENTRAL NIGHT SHELTER – OVERNIGHT VOLUNTEER POVERTY ALLEVIATION 2013 – 2014

WILL WRITE FOR FOOD – PHOTOGRAPHER POVERTY ALLEVIATION 2011

Education

OGLETHORPE UNIVERSITY B.A. STUDIO ART 2016

UNIVERSITY OF OXFORD, NEW COLLEGE ASSOCIATE MEMBER 2015

GEORGIA PERIMETER COLLEGE A.S. FINE ARTS 2011