



HILARY A. HOWELL MCAVOY /

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DESIGN EXPERIENCE

Freelance Designer

hah design / Santa Barbara, CA / 2011 to present

Solo designer for identity and print projects

Responsible for projects from start to finish— from design to printing to billing

Clients include Santa Barbara and San Francisco small businesses

Head of Design Department / Art Director / Senior Designer

Artisan Confections Company / Berkeley, CA / April 2007 to July 2009

Lead designer for packaging and marketing graphics projects

Provided art direction to in-house contract designers and outside design partners

Organized design department operations and delegated workflow

Brands included Scharffen Berger, Dagoba Organic Chocolate, and Joseph Schmidt

Designer

Satellite Design / San Francisco, CA / September 2004 to April 2007

Designed print materials, identities, web sites, and exhibition graphics

Responsible for projects from start to finish— from design to production to printing

Created office procedure forms and checklists

Clients included The North Face, Hewlett Packard, and several Bay Area schools

Junior Designer

Alterpop / San Francisco, CA / December 2003 to August 2004

Designed print materials, logos, and web sites for several educational institutions

Contributed to concept, design, and production process for various projects

Assisted the owners in all aspects of operations of a small design firm

Graphic Design Intern

Landor Associates / San Francisco, CA / April 2003 to August 2003

Contributed to concept and design process for Fed Ex, P&G, and San Disk projects

Designed exhibits for Hewlett Packard and Hormel research focus groups

Created new business pitch materials

OTHER PROFESSIONAL EXPERIENCE

Marketing Manager

Visa USA (contractor) / San Francisco, CA / April 2001 to January 2002

Executed direct marketing programs for Business and Consumer groups

Assisted in development of Visa Business Partner Advantage program

Managed design development Visa Student web site

Advertising Account Executive

Tonic 360 / Flair Communications / WCJ (a Y&R company)

San Francisco, CA / 1997 to 2001

Managed development of brand ad campaigns and promotions

Managed budgets and reconciled billing for all projects

Clients included Sun Microsystems, Chevron, Dole, and AvantGo

EDUCATION

California College of the Arts (formerly CCAC)

Bachelor of Fine Arts with Distinction / San Francisco, California / May 2004

Graphic Design major

Instructors included Doug Akagi, Mark Fox, Eric Heiman, Tom Ingalls, Terry Irwin, Jim Kenney, Emily McVarish, Jennifer Morla, Michael Sainato, Jennifer Sterling, and Michael Vanderbyl

Brown University

Bachelor of Arts / Providence, Rhode Island / May 1993

History of Art major

SKILLS

Graphic designer, art director, and department manager

Adobe Creative Cloud and MS Office on Mac platform

Excellent time management, conceptual thinking, and problem-solving skills

Letterpress printing and photography

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