

HILLARY J HUBBARD

EXPERIENCE

Senior Designer

Quad | Bentonville, Arkansas | February 2022 - present

- Provide creative designs and solutions for multiple fortune 500 companies all over the world. From digital to print, advertisement campaigns, all things marketing, custom swag, brand toolkits, company rebranding, targeted marketing email, and site design.

Digital Communication Specialist & Senior Designer

Quad | Bentonville, Arkansas | January 2018 – February 2022

- Provided communication to high level news sources, content management, data analytics, forecasting, A/B testing, digital support, web design, technical design, wire-frame design & UI UX design to Ivie & Associates client, Walmart Global Headquarters.

Senior Designer & Art Director

Quad | Bentonville, Arkansas | September 2015 - September 2017

- Provided design-consulting services to Walmart's social and digital marketing/advertisement.
- Attended creative review meetings. Provided project management and leadership to the design team.
- Designed and produced 90% of Walmart's Facebook posts, 40% of Walmart's Twitter and 20% of Walmart's Instagram.
- Created, designed and produced: SnapChat GEO filters, digital companion banners, Facebook live videos, social media cover art, testing & optimization, marketing research & strategy, digital catalog banners, pitch/brainstorming, animation, video marketing, live video production, photography and email marketing.

Art Director & UX UI Designer

JCPenney Headquarters | Plano, Texas | April 2012 – September 2015

- Designed the re-launch of Jcpenney's digital app, iwatch graphics, customer-facing marketing for jcpenny.com, including home & landing pages, marketing emails, promotional offers, and mobile & tablet apps.
- Contributed to monthly creative conception & execution of regular, holiday, and peak promotional campaigns.
- Designed creative, effective layouts for direct mail & newspaper advertising, including catalogs, postcards, fold-out mailers, and preprints.
- Conceptualized, brainstormed, and pitched graphic & layout designs for weekly deadlines.

HILLARY J HUBBARD

EDUCATION

Associate Degree in Applied Arts with Honors
Graphic Design
The Art Institute of Dallas
September 2008 | Dallas, Texas







Associate Degree in Applied Arts with Honors
Fashion Design
The Art Institute of Dallas
September 2005 | Dallas, Texas

AWARDS

High Five Award | Dec 2014
JCPenney Headquarters
Employee Excellence

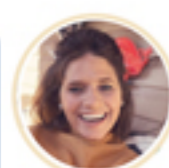
High Five Award | June 2015
JCPenney Headquarters
Employee Excellence

SKILL LEVEL

Illustrator	
Photoshop	
InDesign	
Premiere	
AEM	
Sketch	

SKILLS

Advertisement (print & digital)
Website & Application Design
User Forecasting
Creative Marketing
Project Management
Wire Frame Design
Technical Design
Marketing Strategy
Social Media Marketing
GEO Filter Design (SnapChat)
Video Editing
Video Direction & Production
Video Marketing
Animation Design
Testing & Optimization
Leadership
Creative Efficiency
Hand Model
Mobile Optimization
Problem Solving
Art Direction
Team Leader
Photography
Branding Identity
Social Invitation
Typography Hierarchy
Marketing Ideation
Millennial Marketing & Strategy



hillary J hubbard (She/Her)

Distracting & attracting customers finger & eyes since 2013 #BlackLivesMatter Ally

RECOMMENDATIONS



Dan Kneeshaw · 1st

Director, Content & Channels -- WW Ops Internal Communications at Amazon

December 18, 2020, Dan managed hillary J directly

👁 All LinkedIn members

Hillary was a member of my team at Walmart for 3+ years. She brings a talent for a design and a fantastic demeanor to the teams she is a part of. She is able to take a concept and make it unique from a creative perspective. There were times that clients came to our team with very little idea of what they wanted -- the only guidance was "we want it to look different." And Hillary would come through in short order. I often worked directly with Hillary on requests that needed a quick around and no previous heads up -- she never complained and always knocked it out. She is an absolute pleasure to work with and always comes with a smile on her face.



Steve Wilson · 1st

Digital Marketing & Communications Executive - Continuing my journey of lifelong learning and investing in others.

September 17, 2019, Steve managed hillary J directly

👁 All LinkedIn members

Hillary has been key in the visual transformation of many of our digital web projects over the past year and a half. She is a very creative graphic designer and has demonstrated the ability to consistently develop visual assets for multiple digital channels, each with their own voice and target audience. Beyond her graphic design talents, Hillary learned to use multiple enterprise content management systems and deliver on the day-to-day editorial demands of one of the largest employee communications portals in the world. Hillary has a place on any team I lead.



Emily Hughes Armour · 1st

Dynamic creative leader with expertise in optimizing creative process for scale, team engagement and productivity. Diverse background in digital experience, advertising, e-commerce and human centered design.

September 17, 2019, Emily managed hillary J directly

👁 All LinkedIn members

Hillary is a go-to designer for quick scrambles and anything you need on a tight turn. She is gracious and accommodating of the insanity that goes with in-house agencies and I would hire her again in a heartbeat.



Courtenay Sheehan · 1st

Digital Strategy & Brand Engagement at Walmart

September 17, 2019, Courtenay managed hillary J directly

👁 All LinkedIn members

I have had the pleasure of working with Hillary for over a year, and I am continually amazed by her creativity, energy and aesthetic.

In daily tasks, which can get mundane and repetitive, Hillary constantly brings fresh new ideas regarding layout, graphics, and the latest trends. Her eye for design is unmatched and very valuable in a corporate environment. I value Hillary's contributions in our highly collaborative environment, and I appreciate her sense of humor and ability to keep a positive, upbeat outlook, even when dealing with the pressures of deadlines and sensitive clients.

Hillary is an engaged, dedicated and instrumental member of our team. I am happy to recommend her as a talented and highly skilled digital designer.



Matthew Kimbrough · 1st

Sr. Solutions Architect at Quad

January 13, 2018, Matthew managed hillary J directly

👁 All LinkedIn members

I had the pleasure of working with Hillary at Ivie & Associates for several years on our Digital & Social Media team. In addition to being a very talented designer, Hillary also excels at creative brainstorming, ideation, project management and content presentation.

She has the ability to quickly develop expertise in both new channels and technologies while continually growing and developing her skillset. In our time working together, I saw Hillary expand her knowledge and consistently go above-and-beyond to find innovative solutions to marketing challenges.

Above all of that, Hillary is a great person. She always approaches challenges with good-natured resolve and determination - she is an absolute pleasure to work with and a wonderful addition to any team.



Stephanie Hogan, CRPC™ · 1st

Financial Advisor | Wealth Strategies | Retirement | Estate & Legacy Strategies | Personal & Business | Life Insurance

January 11, 2018, Stephanie was hillary J'S client

👁 All LinkedIn members

I worked with Hillary during her role with Ivie. She supported Walmart's digital and social teams with her mad design skills. She was always willing to take on new challenges, including learning new skills and software to meet the high demands of a Fortune 1 digital team. She approached all projects with an innovative attitude and critical thinking to deliver above-and-beyond what was briefed. I was impressed by her multi-tasking abilities, rapid response, problem-solving abilities, creativity, team work, her ability to deliver exceptional designs under pressure and tight deadlines and especially her GREAT attitude. She brought a great energy to every meeting, staying focused on the task at hand and bringing awesome ideas to the table, but also has a sense of humor to lighten any situation and keep spirits up and teammates motivated.



Stuart Lippincott · 1st

Owner of stuzOr

July 20, 2021, Stuart worked with hillary J on the same team

👁 All LinkedIn members

I worked with Hillary for 3 years. She was an absolute pleasure to work with. Anytime anything came up that needed to be addressed she was one of the first people to take on the task.

Her knowledge of design and illustration helped to bridge client gaps with ease. A very hard worker!

She was also always trying to expand her knowledge in different areas as well. I taught her some motion design using After Effects while working on client projects. She stepped right up and took on the challenges with no problems!



Richard Mullins · 1st

Art Director at H2 Creative Group

September 24, 2019, Richard was hillary J'S teacher

👁 All LinkedIn members

As a student in my classes at The Art Institute of Dallas, Hillary was a hard worker with a strong flair for color and style. In approaching her projects she brought a great attitude and determined grit to improving and growing during her time at AID. I'm sure Hillary would make a tremendous addition to any creative team.

