

# Bobbi Hillman

## SENIOR CREATIVE MANAGER

**Creative, responsible, and an attentive designer**, with 10+ years of experience. I have a passion to break the stereotypical design molds, with innovative thinking, hard work, and a drive to always learn more.

### WORK EXPERIENCE

#### SENIOR CREATIVE MANAGER

January 2023 - Present

AWAKEND, Lehi, UT

- Manage all design assets for output.
- Oversee all freelance designers.
- Ensure brand integrity and execute brand awareness for more successful design creations.
- Designed and launched new product brands and packaging at company convention.
- Oversaw print production and proofing.
- Communicated with print manufacturers.
- Produced motion graphics and video editing for social media.
- Produced social media strategy for Instagram launch.
- Created templated assets for company wide use to reduce design time and ensure brand integrity.

#### CREATIVE MANAGER

September 2020 - January 2023

New U Life, Lehi, UT

- Oversaw team of designers, photographer, and videographer.
- Developed and created new brand strategy.
- Designed and developed new website for better UI/UX for customer first based sales.
- Integrated Shopify experience.
- Led major product re-brand projects with new packaging, story, and launch strategy.
- Sourced packaging and manufacturers.
- Worked with U.S. and overseas manufacturers to produce sample products for proofs.
- Reduced design time with custom templated emails.
- Directed photography and videography shoots.
- Successfully designed and managed large company events for 500+ distributors.

#### LEAD PRODUCT DESIGNER

IP Advertising and Promotions

October 2017 - June 2020

- Oversaw design department.
- Organized and managed 10-15 design projects at a time.
- Designed custom swag for multiple local companies and larger corporations; from initial mockups to fully integrated tech packs with materials, color, treatments, etc.
- Worked closely with Project Leads to review projects and ensure efficiency with timelines.
- Maintained effective communication with Sales through integrated project software and meetings discussing products and proofs.
- Communicated with overseas manufacturers for product design and development.
- Created social media strategy, posts, infographics, and animations.

### CONTACT

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### SKILLS

#### Hard Skills:

- Market Planning
- Business & Advertising
- Strategy
- Product Launch
- Development
- Social Media Strategy
- DTC Marketing
- Lead Generation

#### Technical Design:

- Graphic Design
- Web Design & Development
- Email Design
- Product Design
- 3D Design & Rendering
- Animation
- Motion Graphics
- 2D Illustration

#### Tools and Software:

- Adobe Creative Suite
- Autodesk Maya
- KeyShot12
- Shopify
- WordPress
- Figma

#### Code Languages:

- CSS
- HTML
- Liquid

### EDUCATION

THE ART INSTITUTE  
OF SALT LAKE CITY  
Bachelor of Science  
Game Art & Design  
2014 - 2017