

# Ronald Hill

ACD - Art Direction + Design

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10+ years of integrated experience in creative strategy & branding across traditional and digital media.

## Experience

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### Upshot Agency

*Senior Art Director + Designer*

MAR 2016 – JUN 2017

Creative strategy and branding concept, art direction and design for four of the agency's core accounts. Lead art director on new business initiatives. Work included national grocery chain re-brand, print + digital campaigns and branding + identity for retail POS, packaging, environmental, and corporate collateral. Clients: New Balance, The Fresh Market, '47 Brand and Constellation Brands.

### Abelson Taylor

*Senior Art Director + Designer*

NOV 2015 – MAR 2016

Creative direction and design for new-product print and digital campaigns, including brand identity elements. Art directed photographers and illustrators, directed production for all projects and reviewed keylines/proofs for design accuracy. Clients: CSL Behring brands Idelvion, Afstyla, Kcentra, Privigen and Hizentra. Therapeutic categories include: hematology and respiratory disease.

### Commonground Marketing

*Senior Art Director + Designer*

APR 2012 – APR 2014

Responsibilities included overhauling the design team and implementing industry best practices in creative direction and design for brands, including experiential, packaging, print, digital, and branding & identity. Clients: MillerCoors, Nike, Unilever, Target, Coca-Cola, Illinois Lottery, Bacardi, Bombay Sapphire, Grey Goose and American Family Insurance.

## Volunteer

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### Taproot Foundation

*Lead Creative Director + Designer*

2009 – 2010

Creative direction and design for non-profit projects Chicago Jobs Council and Aging Care Connections annual report.

## Education

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### University of Illinois @ Urbana-Champaign – Urbana, IL.

DEC 1998

## Consulting - Creative Direction + Design

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### Havas + The Annex

*Senior Designer* JUN 2018 – Current

Creative direction and design for Carl's Jr. and Hardee's 2019 company brand book, and Camel cigarettes, including packaging and new brand assets.

### Wilson Sporting Goods Co.

*Senior Designer* MAR 2018 – APR 2018

Art direction and design for Wilson's Golf brand, including packaging, environmental signage and retail POS.

### VSA Partners

*Senior Designer* DEC 2017 – FEB 2018 | JUL – AUG 2017

Art direction and design for Entertainment Cruises (Odyssey, Potomac) and Windstream Enterprise, including rebrand, digital and tradeshow environmental.

### FCB

*Senior Art Director* NOV 2017

Concepting and art direction for Budlight's 2018 summer campaign retail POS.

### Envisionit Agency

*Senior Digital Art Director* SEP 2017

Concepting and art direction for a financial institutions' web-based software.

### Alight Solutions

*Senior Designer* AUG 2017 – SEP 2017

Art direction and design for healthcare solutions experiences, including digital and print.

### Beam Suntory

*Senior Art Director + Designer* DEC 2014 – JUL 2015

Concepting and art direction for Jim Beam Urban and American Stillhouses, Old Grand-Dad, Old Crow, Old Overholt, Alberta Rye, Canadian Club, Makers Mark and Bourbon Legends including product photoshoots, digital/web, OOH, packaging, environmental, retail POS, experiential and branding & identity.

### Heartland Payment Systems

*Senior Designer* SEPT 2014 – DEC 2014

Creative direction and design for payment solutions, including print, packaging/product, digital, mobile and tradeshow environmental.

### Redbox | Outerwall

*Senior Art Director + Designer* APR 2014 – SEPT 2014

Concepting, art direction and design for Redbox lines games, Redbox.com, Exclusives, Staff Picks and Red Carpet, including digital, print, emails, social media and retail.