

# CHEYENNE HIDALGO

Art Direction, Graphic Design, & Everything in Between

## Work Experience

### Havas Life New York New York, NY

**Art Supervisor** | August 2020- Present  
» **Senior Art Director** | March 2019- August 2020  
Oversaw the launch of a high-profile vaccine from start to finish. Attended and directed video/photo shoots, and created instructional materials aimed at educating HCPs on the vaccine. Also frequently tasked with editing agency pitch videos.

### DDB Health New York, NY

**Senior Art Director** | December 2017- March 2019  
» **Art Director** | August 2016- November 2017  
» **Art Direction Intern** | June 2016- July 2016  
Managed creative across a number of oncology brands targeted towards HCPs, which included logo creation, digital and print materials, tactical brainstorms, and creative concepts.

### Rutgers Undergraduate Academic Affairs New Brunswick, NJ

**Graphic Design Intern** | September 2015- June 2016  
Designed flyers and other print materials promoting on-campus events and programs.

### Bayer HealthCare Whippany, NJ

**Brand Design Intern** | June 2015- May 2016  
Completed extensive research and prepared competitive audits of the consumer skincare landscape. Presented those findings to the larger Coppertone Sunscreen brand team, aiding in it's overall rebrand. Created product mock-ups for Claritin's line of allergy medications.

### Rutgers University Television Network (RU-tv) Piscataway, NJ

**Motion Graphics Designer** | May 2014- May 2015  
Initiated the use of motion graphics across Rutgers' television network- which included short segment intros for the various RU-tv programs and offerings, lower thirds, and bugs. Designed static TV templates for on-campus events, flyers, and other marketing collateral.

### The Spark Group Digital Marketing Agency New York, NY

**Motion Graphic Design Intern** | January 2015- May 2015  
Animated existing client logos and websites as promotional pieces. Designed logo concepts, branding packages, social content, website designs, and other client-based materials.

## Education

### Rutgers University: Mason Gross School of the Arts

**Bachelors of Fine Arts in Design** | 2012- 2016  
GPA 3.6 Cum Laude

### School of Visual Arts: Continuing Education Courses

**Premiere Pro** | February 2021- Present

## Skills

### Software

Illustrator	Adobe Rush
Photoshop	Acrobat
InDesign	Dreamweaver
Procreate	Coda
After Effects	InVision
Premiere Pro	Toon Boom: Harmony
Sketch	Microsoft Office
Adobe XD	

### Technical

Advertorial Concepting  
Layout Design  
Branding & Logo Creation  
Illustration/Drawing  
Storyboarding  
Video Editing  
Motion Graphics  
Animation  
UX/UI Design  
Prototyping

### Languages

HTML5 & CSS  
Spanish (Conversational)

