



**BATHILDA HSU**

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310.985.2961

**bathilda.com**

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I'm an Art Director and Designer with over nine years of hands on experience, specializing in creative direction, branding, digital marketing and user experience. From diamonds to swimming pools, I've helped build brands through unforgettable ideas and impactful design. I thrive on big idea thinking and snacks. Staying curious about life in all aspects is my inspiration.

**SKI.**

Art Direction  
Brand Strategy  
Creative Direction  
Digital Marketing  
Editorial Design  
Experiential Design  
Influencer Marketing  
Packaging  
Product Design  
Team Leadership  
UX/UI Design  
Video  
Web Design

**PRO.**

Photoshop  
InDesign  
Illustrator  
Figma  
Canva  
Keynote  
Klaviyo  
Shopify  
Premiere Pro

**AWA.**

Bonnaroo Poster  
Design Contest  
FIDM Graphic  
Designer  
of Tomorrow  
Scholarship

**EDU.**

BA Advertising  
Art Institute of  
Wisconsin

AA Graphic Design  
Fashion Institute  
of Design &  
Merchandising

**ART DIRECTOR & DESIGNER**

Self-Employed / 2012 Sep — 2022 Sep / USA

Provided creative leadership across print, social, brand and digital.

Clients: Donna Missal, Kohl's Corporate, Art Institute of Wisconsin, Palm Garden Hotel

**PRODUCT DESIGNER / VERSUSGAME**

Full-time / 2022 Oct — 2023 Sep / Los Angeles, CA

Worked across brand and product to lead design and development of user-centered experiences. Collaborated closely with cross-functional teams to design user experiences that drive user engagement and value.

**SENIOR DESIGNER / SWIMPLY**

Freelance / 2022 Jan — 2022 Sep / Los Angeles, CA

Conceptualized, designed and built visual assets for Marketing Dev and Product team, including digital, web, UX/UI, social and print assets. Supported leadership team on expanding brand awareness, product marketing initiatives, demand/supply campaigns, and customer lifecycle journeys. Improved creative workflow by refining brand guidelines and templating projects.

**ART DIRECTOR / AIRVET**

Contract / 2021 Feb — 2021 Jun / Los Angeles, CA

Art Director for digital, brand, print and user experience for B2C and B2C. Guided junior designer on creative process, strategy and workflow to ensure all online and offline creatives were aligned.

**CREATIVE DIRECTOR / MICHAEL M**

Full-time / 2015 Dec — 2020 Jun / Los Angeles, CA

Creative Director, Designer, and Producer across digital, print, visual, OOH and experiential.

Lead 170+ retail partners on marketing strategies and campaigns. Conceptualized brand's most successful campaign to date, increasing annual sales by \$2M.

**WEB DESIGNER / JOCKEY INTERNATIONAL**

Freelance / 2015 May — 2015 Dec / Kenosha, WI

Art Director and Designer for all major email campaigns. Collaborated with email analytics and eCommerce team on A/B testing and final designs using Litmus/Cheetahmail and HTML/CSS.

**ADVERTISING DESIGNER / MILWAUKEE BUSINESS JOURNAL**

Full-time / 2013 October — 2014 September / Milwaukee, WI

Managed all advertising and marketing assets, including quarterly advertising editorials from concept to execution. Art directed, designed and laid out quarterly print advertorials.

**FREELANCE CREATIVE / FLIPELEVEN CREATIVE**

Freelance / 2012 Oct — 2013 Oct / Milwaukee, WI

Designed across web, print, and digital.

Clients: Wacker Neuson, Snap-on Tools, ALS Association, Bostik