

# BILLIE KanFER

## ART DIRECTOR + DESIGNER



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917-684-9884

### Art Director + Designer

November 2021-present

#### BIG VILLAGE

- ✦ Concept and pitch over 70+ ideas monthly for our client, HBO, and their handles: HBO, HBO Max, and HBO Max Movies
- ✦ Design Instagram Stories, in-feed Instagram assets, Twitter posts, TikToks, Reels, and YouTube videos
- ✦ Use original concepts and work with video production team to timecode, script, storyboard, and review all TikToks, Reels and YouTube videos
- ✦ Concept and design monthly assets for Aruba Tourism to be featured on their Instagram grid and Reels
- ✦ Work with copywriters and ACD's to build out campaigns for Avis, American Public University, and Graduate School USA; including OOH displays, print ads, and online ad banners

### Lead Designer

September 2018–November 2021

#### DATA FOR PROGRESS

- ✦ Oversaw all brand assets, social toolkits, web design, chart designs, reports, and social assets
- ✦ Designed major political, progressive reports and produced data visualizations for memos, reports, and social media
- ✦ Managed design process and timeline for all publications, web, and social media content

### Graphic Designer

December 2017–April 2020

#### WORLD RESOURCES INSTITUTE

- ✦ Designed and laid out print materials; including reports, working papers, brochures, postcards, and agendas
- ✦ Led design initiatives on several events of over 500+ guests
- ✦ Developed animated GIFs and interactive online graphics for social media

### Freelance Designer

September 2018–present

- ✦ Develop logo treatments for new entrepreneurs
- ✦ Create PowerPoint templates and various guidebooks
- ✦ Design major reports, brochures, agendas, and posters distributed both online and hardcopy
- ✦ Offer communications and design support for a variety of clients across a multitude of fields

### Digital Media and Analytics Intern

June 2017–December 2017

#### WORLD RESOURCES INSTITUTE

- ✦ Assisted in collecting, organizing, analyzing, preparing and posting social media content
- ✦ Monitored, responded to, and leveraged the online conversation around our work
- ✦ Helped develop and implement online strategies around major events and launches

### Keyholder

August 2016–July 2022

#### SOULCYCLE

- ✦ Managed and assisted in the production of Soul Live (current livestream platform)
- ✦ Worked alongside marketing manager to develop and design weekly marketing boards
- ✦ Delivered exceptional hospitality and customer service in a fast-paced environment, accommodating over 200 customers daily

#### EDUCATION

**Skidmore College** ♦ Saratoga Springs, NY ♦ May 2016  
**B.A in Communication and Media Studies** Minor in English

#### SKILLS

InDesign, Illustrator, Photoshop, Procreate, Flourish, Apple Platforms, Microsoft Office, Social Media Platforms, SquareSpace.