

# HILDEBRAND

**Jonathan Hudson Hildebrand**

919.601.5440

hildebrand10@gmail.com

## Portfolio

[www.hildebrand10.com](http://www.hildebrand10.com)

## Skills

### Proficient in:

Photoshop, InDesign, Illustrator, Dreamweaver, Flash/ActionScript 2, CSS Styles, and Microsoft Office Suite

### Knowledge of:

HTML, PHP, Javascript, and Dashcode

## Recognitions

- Part of creative team to win 2 *American Inhouse Design Awards* from *Graphic Design USA* for Interactive Design work on Capital One projects (2011)
- Capital One's newly redesigned and updated online pre-qualification process was recognized by Netbanker as a "system [that] rocks." (2010)
- Featured in video promotions for the launch of Adobe's CS4 (2008 – 09)
- First SCAD student or graduate to receive an internship in Germany (2008)
- SCAD Excelsus Laureate Finalist (2008)  
GPA: 3.9 (2008)
- SCAD Academic Fellowship (2007 – 08)
- Design College Expo 2007 (Seoul, Korea)
- Graduated with Distinction from UNC,  
GPA: 3.6 (2005)
- Eagle Scout (2001)

## Education

### Savannah College of Art & Design

MA, Graphic Design

### University of North Carolina

BA, Communication Studies (Rhetoric)

BA, Linguistics

## References

Available upon request

## Summary

I'm a Senior Art Director/Designer with over six years of experience and an extensive background in online marketing, digital brand strategy, and print design in both the United States and Europe. My unique approach focuses on combining communication theories and design thinking to create a successful message.

## Experience

### Senior Art Director & Designer - Capital One | Richmond, VA

- Directed and designed banners, interactive elements, email, and the online product experience for several Capital One credit Products.
- Spearheaded the design and branding elements for the online experience of the "Match My Miles Challenge;" a one billion airline mile giveaway featuring Alec Baldwin.
- Redesigned and oversaw the launch of Capital One's online consumer pre-qualification process, which was recognized by Netbanker as "a system [that] rocks."
- Designed all website visuals for the Venture<sup>SM</sup> card launch, which is Capital One's premium miles product and Money Magazine's "Best Rewards Card if you aim to rack up airline miles." The campaign was recognized as a Capital One Circle of Excellence Award winner.
- Helped design and implement a multifaceted digital campaign for the Journey<sup>SM</sup> card; a new card designed to reward students based on responsible use. The campaign featured interactive Pandora ads, mobile display banners, and mobile application elements.

### Art Director & Designer - Merged Media AG | Friedewald, Germany

- Designed, built, and art directed elements of a highly interactive convention presentation for Kali + Salz that incorporated video, graphics, and touchscreen technology.
- Designed and launched a unique product presentation tool for GIRA (a manufacturer of intelligent intercom and home entertainment systems), featuring interactive video and Flash elements.
- Helped train a small staff of designers on Flash techniques and how to implement streaming video while interacting with actors and clients.
- Worked with German corporations such as Nestle DE, GIRA, Deutsche Bank, Commerz Bank, Gedys Intraware, and Kali + Salz.

### Senior Designer - Marketing Ministries | Raleigh, NC

- Developed branding and marketing materials for churches, religious organizations, and Christian-run businesses. Creative work included identity packages, promotional materials, HTML-based websites, fully interactive Flash-based websites, and banner ads.
- Built a solid studio environment that encouraged a high level of interaction between creative and business goals.
- Art directed design elements across varying media, including video and media buying.

### Freelance Designer - Hildebrand Designs | Various

- Owner and chief designer of my own business, offering web and print design and implementation services. Clients include Capital Broadcast Company (CBS) and Be Active North Carolina (a division of Blue Cross Blue Shield).