

tiff pritchett

art director ✧ creative content producer

EXPERIENCE

july 2021 – present

Freelance

Art Director +
Video Editor

- * clients: Indeed, We're Not Really Strangers, Geneva, @marg.mp3, and more
- * projects: designing marketing materials, developing advertising campaigns, pitching merch designs, editing social assets

aug 2022 – may 2024

Beggars Group

Creative Content
Producer

- * created and edited music videos, lyric videos, mini-docs, and more
- * pitched campaign ideas to artists, management teams, and labels
- * produced and filmed short-form content for social media platforms
- * captured live performances, interviews, and documentary footage
- * labels: 4AD, Matador, Rough Trade Records, XL Recordings, Young

nov 2021 – aug 2022

Quirk Creative

Jr. Art Director

- * developed strategic campaign ideas and defined the visual aesthetic for creative concepts
- * directed the art department on shoots and oversaw every visual element in frame
- * designed marketing materials and video assets for final production

sept 2019 – july 2021

Droga5

Design Mentee +
Studio Coordinator

- * collaborated with senior designers to develop design directions for internal and pro-bono clients
- * created assets for digital, social, and print
- * assisted with studio edits, recording sessions, and photo/video shoots
- * assembled decks for client presentations and collaborated with directors on video treatments

SKILLS

adobe creative suite

Ae, Ai, Id, Ps, & Pr

animation

art direction

creative concepting

copy editing

illustration

photography

presentation skills

video production

directing, editing, producing

EDUCATION

The University of Texas at Austin

Bachelor of Science in
Creative Advertising

Texas Creative
Portfolio Sequence

Dean's List

MAIP 2018-2019

* Art Direction - FCB Chicago

* Strategy - Spark Foundry

Griffith Farley's
Beautiful Minds 2018
