

tiff pritchett

art director ✧ creative content producer

EXPERIENCE

aug 2022 – present

Beggars Group Creative Content Producer

- * creates and edits music videos, lyric videos, mini-docs, and more
- * pitches campaign ideas to artists, management teams and labels
- * produces short-form content for social media platforms
- * captures live performances, interviews, and documentary footage
- * labels: 4AD, Matador, Rough Trade Records, XL Recordings, Young

july 2021 – present

Freelance Designer + Art Director

- * clients: Indeed, We're Not Really Strangers, Geneva, and more
- * projects: designing marketing materials, developing advertising campaigns, pitching merch designs

nov 2021 – aug 2022

Quirk Creative 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

aug 2016 – may 2019

B.S. in Advertising

Texas Creative

Portfolio Sequence

Dean's List 2016–2020

Extracurriculars:

MAIP 2018–2019,

* Art Direction - FCB Chicago

* Strategy - Spark Foundry

Griffith Farley's

Beautiful Minds 2018