

tiff pritchett

art director ✧ video editor

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 ad campaigns, pitching merch designs, editing social assets, and more

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

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 + TOOLS

Adobe Creative Suite

- ✧ Premiere Pro
- ✧ After Effects
- ✧ Photoshop
- ✧ Illustrator
- ✧ InDesign
- ✧ Lightroom
- ✧ Media Encoder

Final Cut Pro

CapCut

Procreate

Midjourney

ChatGPT

Figma

Canva

Social Platforms

- ✧ Instagram + Reels
- ✧ TikTok
- ✧ YouTube + Shorts
- ✧ Facebook + Meta

EDUCATION

The University of Texas at Austin

- ✧ Bachelor of Science in Creative Advertising
- ✧ Texas Creative Portfolio Sequence

Multicultural Advertising Internship Program

- ✧ Art Direction - FCB Chicago

BBH

- ✧ Griffith Farley's Beautiful Minds 2018

ILoveCreatives

- ✧ Video Creator Course
 - ✧ Social Media Manager Course
-