



Charles Hilger

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Professional Experience

Dentsu Creative Art Director

- Developed creative work for national brands such as Oreo, Skinnypop, 7Eleven, and Intel.
- Directed social video series and branded content from brief to production.
- Pitched social campaigns to clients and built mutually beneficial client relationships.
- Contributed to global brainstorming sessions across teams in the Dentsu Creative network.

November 2021 - Present

Inmar Intelligence Visual Designer

- Designed and launched user-friendly digital products for public and private sector clients.
- Translated an internal brand system to a rebranded visual language, delivering assets across verticals from healthcare to supply chain management.
- Branded and produced wayfinding and promotional materials for a company-hosted conference.

August 2017 - August 2020

Tilted Chair Interactive Design Intern

- Responsible for all aspects of interactive projects from research to wireframing to design.
- Pitched to clients, resulting in business won; ideas designed and produced.
- Collaborated with development teams to integrate client feedback.
- Directed product testing to ensure cross-platform functionality and compliance.

June 2021 - November 2021

Education

University of Texas Graduate - Class of 2022

- MA in Advertising from The University of Texas at Austin
- Texas Creative Sequence: Portfolio I-IV

August 2020 - May 2022

University of Arkansas Undergraduate - Class of 2017

- BA in Visual Design and Photography from the University of Arkansas School of Art
- Minor in marketing from the Walton College of Business

August 2013 - May 2017

Awards

D&AD New Blood Wood Pencil

- Produced "Signs Unseen" campaign based on a collaborative brief from Google and the Hoffritz-Milken Center for Typography.
- Received international attention, recognized for concept and design execution.

May 2022

Involvement

Advertising Graduate Council Creative Director

- Elected to represent advertising graduate students at The University of Texas.
- Developed and maintained the brand and visual style of all communication for the organization.

January 2021 - May 2022