HILA SCHURR

MULTIDISCIPLINARY GRAPHIC DESIGNER | DIGITAL, WEB & PRINT

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PROFESSIONAL SUMMARY

Multidisciplinary Graphic Designer with in-house beauty experience at Stila Cosmetics, Kate Somerville Skincare, and LiLash Beauty, plus an independent design studio serving long-term clients. Creates across digital, web, and print: paid and organic social, email, websites and landing pages, packaging, retail merchandising, trade show graphics, and presentations. Builds on WordPress, Shopify, and HTML/CSS, and supports campaigns with short-form motion and video in After Effects and Premiere Pro. Shoots product photography, including swatch photography for Stila Cosmetics, and directed product and model photography for Beautiful Easy. Uses AI tools (ChatGPT, Gemini, Nano Banana, Claude, CapCut, Canva) daily alongside Adobe Creative Suite to move quickly from brief to finished asset. Clear communicator who presents and defends design decisions to marketers and non-designers.

AREAS OF EXPERTISE

Brand Identity & Design Systems - Paid & Organic Social Creative - Motion Graphics & Video Editing - Email Design - Website & Landing Page Design (WordPress, Shopify, HTML/CSS) - Print, Packaging & Retail Merchandising - Trade Show Graphics - Presentation Design - Art Direction & Product/Model Photography - AI-Assisted Design Workflow

KEY HIGHLIGHTS

- **Built and deployed a modular brand design system** across digital and print channels, improving creative consistency and reducing production time by **30%** at Beautiful Easy.
- **Increased campaign engagement** with a **22% lift in CTR** and **15% boost in social interaction** through user-centered design, A/B testing, and strategic creative direction at Beautiful Easy.
- **Designed static, animated, and short-form video ads** for paid and organic social, landing pages, and digital campaigns using After Effects, Premiere Pro, CapCut, and Canva.
- **Designed in-store merchandising** for Ulta, Sephora, Nordstrom, and Macy's, plus sell-in presentations and trade show graphics, at Stila Cosmetics.
- **Led a comprehensive brand refresh** applied to merchandising, packaging, digital marketing, and trade show collateral, resulting in improved audience recognition and alignment.
- **Optimized product detail pages (PDPs)** and Shopify CRO strategies, leading to measurable conversion rate improvements.

PROFESSIONAL EXPERIENCE

Owner, Web & Graphic Designer | HS Designs (Independent Studio)
Remote | 2001 – Present

- Ran a full-time independent studio from 2001 to 2014, focused on web design and development, print, and digital design.
- Maintained existing websites while in full-time in-house roles from 2014 to 2025.
- Took on freelance design work in 2025, then began creating UGC-style short-form product videos as a TikTok Shop affiliate creator in January 2026, commission-based work where every video is judged on the sales it drives.
- Completed web design work in 2026.
- AI-assisted workflow with ChatGPT, Claude, Gemini, Nano Banana, CapCut, and Canva, alongside Adobe After Effects.

Creative Lead | Beautiful Easy (LiLash Beauty, LiLashPros, Flash Cosmetics)
Remote | May 2021 – April 2025

- Directed the design and production of multi-channel marketing assets, including social media content, email campaigns, PDPs, landing pages, website visuals, packaging, and trade show graphics for both DTC and B2B audiences.
- Built a modular brand design system that reduced production time by 30%.
- Directed product and model photoshoots, producing compelling visuals that elevated brand storytelling and audience engagement.
- Developed and implemented an organized asset versioning and file-naming system, streamlining creative workflows and improving team efficiency.
- Designed static, animated, GIF, and short-form video ads for Meta, organic Pinterest, email, and web using Adobe After Effects and Premiere Pro; ran A/B tests on paid creative (22% CTR lift) to support DTC customer acquisition.
- Supported UX and visual design for major site redesigns, collaborating cross-functionally to implement A/B-tested improvements that enhanced conversion and usability.

Sr. Digital & Merchandising Designer | Stila Cosmetics
Glendale, CA | Contract June 2014 – February 2015; full-time June 2015 – May 2020

- Spearheaded the redesign of the DTC e-commerce website and microsites, enhancing user experience and ensuring alignment with brand guidelines.
- Designed and coded weekly promotional email campaigns using HTML/CSS, contributing to increased open and click-through rates.
- Designed in-store merchandising for Ulta, Sephora, Nordstrom, Macy's, and international retailers—fixtures, endcaps, stand-alone displays, tester units, POP signage, and shelf talkers—plus sell-in presentations, planograms, and trade show graphics.
- Created landing pages, social media banners, and digital campaign assets supporting seasonal launches and sales goals.
- Shot product photography, including swatch photography, for the DTC site, email program, and in-store merchandising.

Sr. Graphic & Web Designer | Kate Somerville Skincare
Beverly Hills, CA | February 2015 – May 2015

- Designed bi-weekly email campaigns and updated packaging designs, maintaining strong brand identity.
- Executed website updates and redesign recommendations focused on UX improvements.
- Produced digital assets for social media and international marketing channels.

TOOLS & SKILLS

Adobe (expert): Illustrator | Photoshop | InDesign
Design & Prototyping: After Effects | Premiere Pro (video & basic audio editing) | Figma | Canva | CapCut
AI-Powered Tools: ChatGPT | Gemini | Nano Banana | Claude | CapCut | Canva
Web & Email Platforms: Shopify | WordPress | Klaviyo | Mailchimp | HTML/CSS
Digital Marketing: Meta Ads Manager | Pinterest | Google Ads | Amazon Seller Central | Lifecycle Email | A/B Testing
Collaboration & PM Tools: Google Workspace | Microsoft Office | PowerPoint | Keynote | Monday.com | Slack
UX/UI & Performance: Responsive Design | Mobile-First Design | UX Optimization | CRO | Design Systems

EDUCATION

Certificate, Front End Web Development
General Assembly, Los Angeles, CA

Graphic Design & Computer Graphics Certification
UCLA Extensions, Los Angeles, CA

BSBA, Marketing | MINOR: International Business
University of Louisville, Louisville, KY