

MORGAN HALL

ART DIRECTOR

WORK EXPERIENCE

FREELANCE (2018 - Present) Chicago, IL

- Develop concept-driven visual work including illustrations, campaign assets, and product mockups for both individual and commercial clients
- Lead creative from ideation through execution, translating client goals into cohesive visual systems
- Build and maintain a digital portfolio showcasing branding, storytelling, and multi-platform design work

WARBY PARKER (September 2022 - October 2025) Chicago, IL **Growth Marketing - Extended Experience**

- Engaged in a cross functional, collaborative growth marketing role by ideating, designing, and implementing strategies for paid search and social media campaigns.
- Drove a 96% increase in campaign engagement rates and a 64% reduction in traffic costs through innovative ideas and data-driven analysis.
- Collaborated with retail team to compile and pitch ideas for social media video that accurately reflects the in person shopping experience at Warby Parker.

BIG CITY OPTICAL (June 2021 - June 2022) Chicago, IL **Assistant Manager / Social Media Marketing**

- Designed custom marketing visuals and store displays aligned with seasonal trends and community events.
- Managed local social campaigns and paid search efforts, leading to major engagement improvements.
- Fostered community partnerships by planning and implementing in-store promotions based on customer data insights.

UPSHOT (AMP) (May - August 2022) **Creative and Strategy Intern**

- Concepted and designed campaign materials including pitch decks, mockups, and mood boards for national clients
- Contributed to ideation sessions, helping translate strategic insights into visual campaign directions
- Worked cross-functionally to refine creative output and strengthen storytelling across deliverables

CONTACT

- 📞 224-440-0403
- 📍 Chicago, IL (willing to relocate)
- ✉️ Morgandhall@gmail.com
- 🌐 www.Morganillustrates.com

SKILLS & SOFTWARE

- Art Direction
- Concept Development
- Visual Storytelling
- Brand Systems
- Campaign Ideation
- Audience Insight
- A/B Testing
- Adobe Suite (Illustrator, Photoshop, Indesign, Dreamweaver)
- Figma
- Procreate
- HTML/CSS
- Looker
- Jira

EDUCATION

BOOK180

Art Direction - Fall 2025

COLUMBIA COLLEGE CHICAGO

Bachelor of Arts in Illustration
(2020-2022)

COLLEGE OF LAKE COUNTY

Associate of Arts in General Studies
(2017-2019)