

Elizabeth Mair-Pratt

Hello! I'm Elizabeth, but you can call me Ellie. I'm Art Director driven by strategy, storytelling and pizza, passionate about leading creative that connects brands with people.



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Art Director, Hybrid

PHILADELPHIA, PA | DEC 2025 - CURRENT

- Lead integrated 360° campaigns for U.S. clients from concept through production, partnering with the Global Creative Director, producers and developers to deliver cohesive brand experiences.
- Art direct on-set photo and video productions while leading a multidisciplinary team of four designers and animators.
- Translate audience insights into compelling creative concepts, campaign systems and multi-channel asset plans.
- Lead new business creative, developing pitch-winning concepts and presenting strategic solutions to prospective clients.

Senior Designer, Hybrid

PHILADELPHIA, PA | JUL 2024 - DEC 2025

- Led creative development across integrated campaigns spanning video, web, social, paid media and brand systems.
- Art directed Davidson College's ESPN television campaign from creative development through final delivery.
- Led visual identity and brand video creative for UC Davis Continuing & Professional Education.
- Reimagined UMPI's brand across digital campaigns, websites and motion design within an accelerated timeline.
- Helped win new business through campaign concepting, creative presentations and pitch development.
- Helped grow Hybrid's US creative team by mentoring designers, improving workflows and leading projects independently.

Art Director, Bear in the Hall

NEW YORK, NY | NOV 2021 - JUL 2024

- Art directed on-set photo and video productions for ADT, Slynd and Adgile Media.
- Developed and presented creative concepts that won new business for Avaya, Safelite and Slynd.
- Contributed to Avaya's global rebrand across digital, OOH, brand guidelines and campaign assets.
- Led integrated campaign concepting and design for national brands including ADT and Google while mentoring junior designers and freelance creatives.

Senior Designer, Bear in the Hall

NEW YORK, NY | DEC 2018 - NOV 2021

- Contributed to ADT's Pass the Protection Super Bowl campaign, creating real-time social creative that supported 1.8 billion impressions.
- Designed digital campaigns and experiential activations for ADT, including the Safe at Home campaign, which achieved a 2,700% increase in organic engagement.
- Designed integrated digital, social, print, OOH and experiential campaigns for brands including Google, LinkedIn, Slynd, Take-Two, JaxJox and Beyond Good.

Awards

Webby Awards, Shorty Awards, 2023 Ava Digital Awards (Gold), 2023 Ava Digital Awards (Platinum), The Communicator Award of Excellence (Gold), The Communicator Award of Distinction (Silver).

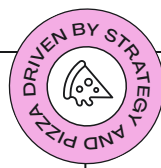
EDUCATION

Certificate in Graphic Design

University of the Arts

BA in Visual Studies

Temple University, Tyler School of Art



SKILLS

Creative Direction

Art Direction

Creative Strategy

Campaign Concepting

Brand Systems

Storytelling

Client Presentations

Team Leadership

Mentorship

Cross-functional

Collaboration

On-set Direction

Adobe Creative Suite

Figma

Framer

Animation

Storyboarding