

RH

RONALD HILL

Illustrator

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PROFILE

Lead illustrator and creative manager with 16 years across animation studios, ad agencies, and consumer brands. Build illustration teams from scratch, set visual systems that survive rebrands, and ship work across film, packaging, and digital. Three-time Society of Illustrators medalist.

KEY SKILLS

- Illustration team leadership and hiring
- Visual system and style-guide development
- Animation background and color design
- Editorial and book illustration
- Packaging and brand illustration
- Photoshop, Illustrator, Procreate, Fresco
- TVPaint and Toon Boom Harmony
- Budgeting and scope review
- Freelance bench management
- Portfolio review and mentorship

PROFESSIONAL EXPERIENCE

Illustration Lead

Northwind Creative Co., Minneapolis, MN | 2021 - Present

- Built and lead a 9-person illustration team across two offices, raising annual illustration revenue from about \$1.4M to \$4.2M in three years
- Set the visual system for a national retailer's holiday campaign that ran across 1,800 stores, broadcast, and CTV
- Hire and review all illustration staff and contractors, growing the freelance bench from 12 to 47 vetted artists
- Sit on the studio's creative council and approve illustration scopes above \$50K
- Run a quarterly portfolio review program that has placed 6 junior artists into staff roles since 2022

Senior Illustrator and Art Director

Beacon & Co. Animation, Chicago, IL | 2016 - 2021

- Directed illustration and color design on 4 animated shorts and one Emmy-nominated streaming special
- Led background painting team of 5 through three production seasons of an episodic kids' series
- Developed style guides and color scripts adopted by external animation vendors in Vancouver and Seoul
- Reduced average background turnaround by about 35% by rebuilding the asset and brush pipeline

Senior Illustrator

Lattice Editorial Group, Chicago, IL | 2012 - 2016

- Illustrated cover and feature art for national business and culture magazines, including 14 covers across four years
- Built ongoing relationships with art directors at three publishers, generating about 70% of personal book revenue
- Trained the in-house design team on conceptual sketching for editorial
- Won two SOI silver medals for editorial illustration during this tenure

Illustrator

Westmark Studio, Chicago, IL | 2008 - 2012

- Drew packaging and POS illustration for food and beverage brands across regional and national rollouts
- Contributed to three rebrand projects that included full illustration libraries and pattern systems
- Handled press checks and color approvals at offset printers in the Midwest
- Promoted from junior to mid-level inside 18 months

EDUCATION

MFA, Illustration as Visual Essay, School of Visual Arts, 2010

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BFA, Illustration, Minneapolis College of Art and Design, 2008

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Society of Illustrators, 3-time Medalist (2015, 2018, 2022)

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