

# Hinna Raja

CREATIVE DIRECTOR

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Multi award-winning multidisciplinary creative leader with nearly a decade of experience in creative storytelling, specializing in all things video, photo + design. I deliver visually compelling direction and top notch design for social and digital spaces across the music, fashion, pop culture, sports, sneaker and entertainment industries.

## WORK HISTORY

### CREATIVE DIRECTOR, WARNER MUSIC GROUP

MAR 2023 - PRES

Oversee creative strategy, design, and production of high-performing short-form social content as part of IMGN, Warner Music's Brand Partnerships division

Lead a team of editors, content producers and designers to ensure the maintenance of production schedules, leverage data-driven insights to optimize content strategy, and manage the overall quality and direction of creative social content

Spearhead ideation, deck creation, and execution of top-level creative for world-class clients in entertainment and fashion

### ART DIRECTOR, PRIVATE BRAND CLIENTS

JAN 2022 - MAR 2023

Brainstorm and strategize with external creative teams to help develop the vision behind video/ design campaigns for social, digital and interactive channels

Convert rough ideas into visual prototypes (ie pitch decks, storyboards) for creative review, and then manage the technical workflow behind executing approved ideas

Art direct + manage video shoots and design workflows independently all the way from concept through delivery

### SENIOR PRODUCER, PUMA

AUG - DEC 2021

Independently manage video campaigns in their entirety from start to finish: pitch, approval, talent, styling, set design, contractors, legal, camera operation, shoot, editing/ VFX, review, delivery

Regularly pitch and develop new ideas for creative social content within the sneaker, fashion, sports and pop culture space

Produce creative content to work in video format for use across the board on Puma socials for Instagram grid videos, Stories, Reels, IGTV, TikTok, and YouTube Shorts

### INTERACTIVE DESIGNER, HI5 AGENCY

APR - DEC 2021

Collaborate with Art and Creative Directors, A/V and Motion Design teams in the design and production of creative campaigns for our pool of world-class clients within the music, culture, + entertainment industries

"Design your ass off" for creative pitches and 360 campaigns across all mediums for social, digital and interactive channels

Develop vision and strategy behind the design side of each unique creative project (ie social campaign, music video, film, billboard ad, tv commercial, + more)

### CONTENT SPECIALIST, L2T MEDIA

SEP 2019 - APR 2021

### VIDEO PRODUCER, HOUSE AKROS

MAY 2017 - DEC 2018

### VISUAL DESIGNER, NINTH LETTER MAGAZINE

JAN - MAY 2017

## EDUCATION

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN  
BACHELOR OF ARTS

## CLIENTS

|         |           |
|---------|-----------|
| SPOTIFY | FENDER    |
| NETFLIX | UNIVERSAL |
| PEPSI   | AMAZON    |
| HULU    | PUMA      |
| DISNEY  | + MORE    |

## ADOBE CREATIVE SUITE

|               |        |
|---------------|--------|
| PHOTOSHOP     | ●●●●●● |
| PREMIERE PRO  | ●●●●●● |
| AFTER EFFECTS | ●●●●●● |
| ILLUSTRATOR   | ●●●●●● |
| INDESIGN      | ●●●●●● |
| LIGHTROOM     | ●●●●●● |

## HONORS + AWARDS



### VIDEO

#### Best Cinematography

8th annual WRC feminist film festival 2018

#### Mark of Excellence

SPJ visual storytelling: video division 2018



### DESIGN

#### Excellence in Design

UCDA design competition 2018

#### Best in Design

Applied Arts Magazine 2018