

TACHA PRADAPPET

WWW.HOT.SUPPLY | TACHAPRADAPPET@GMAIL.COM

NYC based creative immersed in her own art experience. An out of the box thinker who draws inside the lines (usually).

ASSOCIATE CREATIVE DIRECTOR | MATTE PROJECTS (FREELANCE) | NEW YORK, NY

03.2026 - PRESENT

/ Developed \$3.1M NYC takeover **pitch from concept to 100-slide deck in under 1 week** (NDA). Conceptualized multi-day, dual-venue **experiential strategy** featuring major musical talent, brand partnerships, and immersive installations. Generated all visual concepts via AI and mapped complete user journey across **digital and physical touchpoints**.

ART DIRECTOR | MAC COSMETICS | NEW YORK, NY

07.2024 - PRESENT

/ Creative direct **global, multi-channel experiential campaigns** partnering with cross-functional teams to deliver digital, in-store, and event activations. Lead **global experience and 3D design**, translating strategy into **high-impact concepts, scalable toolkits, and evergreens**. Leverage **AI generation** for concept exploration while managing multiple workstreams and shifting priorities.

/ Led art direction for National Lipstick Day 2025, generating **\$1M in organic exposure**. Campaign increased **65% vs prior year**, drove **\$505K additional revenue**, and attracted **200 influencers + 750 consumers**. Created CGI content achieving **810K total views and 18K engagements** across Instagram and TikTok.

/ Design **globally distributed toolkits for each NPL** enabling **10+ events** per campaign from in-store activations to pop-ups worldwide. Create **digital experiences and assets deployed globally** including interactive installations, AR filters, CGI campaigns, and tech-forward activations that bridge physical and digital brand touchpoints.

SR ART DIRECTOR | DENTSU CREATIVE | NEW YORK, NY

01.2021 - 07.2023

/ Conceptualized for and pitched experiential campaigns for **Nike, Sam's Club, American Eagle**, and **Diageo** (Johnnie Walker, Crown Royal, Cîroc, Smirnoff, Captain Morgan). Collaborated with cross-functional teams to deliver events, digital applications, retail experiences, and visual identity.

/ Delivered Smirnoff Blue Raspberry Lemonade '**Blue Bodega**' **touring 8 events across 4 states**. Partnered with artist **Kip Omolade** for custom merchandise and murals, transforming existing Citroen van assets into mobile popups with a 20x20 footprint.

PRODUCTION DESIGNER | SHOWFIELDS | NEW YORK, NY

02.2019 - 06.2020

/ First designer of **16,000 sq ft experimental retail startup**. Launched 4 floors for brand-to-consumer concept stores with **more than 50 brand partners**. Developed physical retail experiences on **4-month cycles** (conception to installation) with budgets ranging **\$2k-\$45k**.

/ Managed schematic designs and produced all internal brand assets including events, marketing graphics, packaging, environmental graphics, wayfinding, and installation plans for fabricator communication.

EDUCATION

BS INDUSTRIAL DESIGN | WESTERN WASHINGTON UNIVERSITY, BELLINGHAM, WA | 2013-2017

Graduating class of 10. Focused in consumer electronics and UX design. Senior capstone partnership with Microsoft AR and Hololens.