

ARTS AND ENTERTAINMENT

Artsy hires head of design from Etsy

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Artsy is based in New York. Image courtesy of Artsy

By STAFF REPORTS

Digital art destination Artsy has appointed a former Etsy executive to oversee its visual identity.

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Randy J. Hunt, who was most recently Etsy's vice president of design, has been named Artsy's head of design, filling a newly created role at the tech startup. Having helped Etsy grow past its IPO, Mr. Hunt is joining Artsy as it is also expanding.

Design direction

In his new role, Mr. Hunt will be in charge of Artsy's overall brand image. He will lead the design of the company's marketing materials, communications and products.

"Since its early days, Artsy has been in a special class of businesses whose design has permeated the customer experience," Mr. Hunt said. "It was also appropriately restrained and respectful necessary for art, and rare in today's plethora of offerings.

"I'm honored to be part of a team whose work I've long admired and am eager to join them in building a company and brand that will have continue to have a significant impact on culture."

During Mr. Hunt's seven-year tenure at Etsy, he led a team of 100 user researchers, designers, strategists and writers that focused on building Web products and consumer experiences across channels. The company won a National Design Award in 2014 for Best Corporate and Institutional Achievement.

In 2005, the executive founded Citizen Scholar Inc., which he still works with today. The design practice helped clients such as nonprofits and artists establish an identity through Web sites, packaging and communications.



Randy J. Hunt. Image credit: Artsy

Today, this firm acts as a consultancy and develops its own projects.

"Design has always played a crucial role at Artsy far beyond how things look on our site," said Carter Cleveland, Artsy's founder and CEO, in a statement. "Design has influenced our core values, our brand sensibility, and many of our strategic decisions.

"As a company devoted to visual art, we're committed to creating an experience that is worthy of the art on our platform," he said. "I can't think of a better person than Randy to continue that tradition."

Artsy recently raised \$50 million in Series D funding to accelerate its business.

Avenir Growth Capital led the funding round, and is joined by L Catterton, Thrive Capital, Shumway Capital and individuals well-versed in art, media and technology such as the founder of the Gagosian Gallery in New York, Airbnb's cofounder and members of the Rockefeller and Acquavella families, known for their art patronage. With the \$50 million in Series D funding, Artsy will be able to facilitate marketplace growth and expanded further into online and live auctions ([see story](#)).