

RACHEL WARNER

Art Director and Designer

RW

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SKILLS

Capabilities

- Art direction
- Creative direction
- Concepting & ideation
- Branding
- Logo design
- Broadcast / OLV campaigns
- Social media campaigns
- On set direction / management
- Presentations
- Print and production
- Typography
- OOH design
- Digital design
- Retouching
- Web design
- Illustration

Software / Platforms

- Adobe Creative Suite
 - Illustrator
 - Photoshop
 - InDesign
 - Lightroom
 - Acrobat
- Google Suite
- Keynote

• REFERENCES UPON REQUEST

EXPERIENCE

Freelance Senior Art Director & Designer . April 2018 - Present

Currently freelancing as both art director and designer for brands and agencies nationwide. Clients include: Macy's, Amazon, Snapchat, Allstate, Fairlife, Cars.com, DXL, BrightStar Care, The Weather Channel, PetSmart, and more.

Art Director & Designer

O'Keefe Reinhard & Paul . Chicago, IL . September 2014 - April 2018

Worked as Art Director and Designer to produce broadcast, digital, and print work from conception to completion for clients such as Chili's, Groupon, Taco Bell, and Ace Hardware. Developed the agency brand voice through numerous executions including a visual rebrand, a website redesign, development of social content, as well as internal assets for agency events. Oversaw the creative elements of multiple new business pitches, including managing production of print and digital elements.

Design Intern

Captured Tracks . Brooklyn, NY . September 2013 - June 2014

Worked on layout for LP, CD, cassette, and online releases, including arranging and developing artwork, and prepping for production. Developed imagery for website and webstore.

EDUCATION

Bachelor of Fine Arts, Graphic Design

Savannah College of Art and Design . Savannah, GA . May 2014 . Summa Cum Laude