



ART DIRECTOR

rachelfoosart@gmail.com
(808)282-9337
www.rachelfoos.com

SKILLS

- Adobe CC
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere
- Exceptional design skills
- UX Design
- Understanding of social advertising and platforms
- ADA Compliant Design
- Email Development
- Typography
- Conceptual
- Print Production
- Video Production
- Branding
- Logo Design
- Illustration
- Photo Retouching
- Eye for detail
- Story Boarding
- Ability to work on multiple projects simultaneously
- Makes a mean balloon animal

INTERESTS

- Sharks
- Hiking
- Sneakers
- Spray painting
- Podcasts
- Music
- Eager to experiment
- My demonic cat, Lilo

EXPERIENCE

Havas

Jr.Art Director | December 2019-July 2020

Collaborate with a copywriter to generate fresh creative concepts from design through finished product. Develop a range of executions across print, digital, and retail for each project while communicating the Brand personality for individual materials and overall campaigns targeted to specific audiences.

Fusion92

Art Director/Graphic Designer | March 2019-November 2019

Curiosity Award Recipient April 2019

Worked directly with clients and creative team to create highly conceptual 360-degree campaigns, video spots, photoshoots, branding elements, mockups examples, experiential events, and pitch deck presentations. Collaborated with directors, photographers, illustrators, and other vendors. Partnered with the UX/UI team to enhance websites and mobile design.

Sho-E-Ate Podcast

Freelance Art Director/ Graphic Designer | January 2019-March 2019

Collaborated directly with the client to make branding elements, logo, UX design, construct the website, and templates for ongoing social media posts.

The One Club | Leo Burnett

Intern/Creative Bootcamp Alumni | March 2018

Worked in a team of copywriters, strategists, designers, and art directors to complete and present a campaign to Leo Burnett and their client.

Digital Bootcamp

Student (Advanced) | 2017-2018

120 hours of Adobe CC courses exploring advanced operations, solving digital problems, and deep-diving into developing concepts.

Freelance Etsy Shop

Illustrator/Painter | 2017-2018

Worked with clients' vision to maintain high standards and create one of a kind pieces ranging from paintings, customized shoes, and digital illustrations.

Studios Fuse

Surfboard Yoga Instructor | 2017-2018

Responsible for leading and instructing engaging fitness classes, team events, group parties, ambassador meetups, and festival activities.

EDUCATION

Chicago Portfolio School

Art Direction Student | 2017-2018

Miami University (Oxford)

Studio Arts (Painting) | 2012-2016

Marketing in a Cultural Context (Waikiki, Hawaii)

Collaborated with River of Life Homeless Shelter to develop design strategies, logo design, and OOH marketing campaigns.