



RochelleAnne

Experience

SENIOR ART DIRECTOR • February 2021 - present • *New York City, NY*

GSW Advertising

- Work across multiple brands and businesses such as oncology, neurology, and an autoinjector service
- Lead as a temporary art lead of a neurology brand by providing direction to creative team and internal team
- Participates in a pro bono campaign for COVID-19 vaccine awareness in Tanzania by creating logos

ART DIRECTOR • July 2019 - January 2021 • *New York City, NY*

Ogilvy Health

- Worked across multiple brands such as respiratory, cardiovascular, oncology, and OTC accounts
- Ran the day-to-day needs as the art lead of an oncology brand and during the launch of a new combo indication
- Created and launched a mental health awareness pro bono campaign for teenagers as lead art director

GRAPHIC & WEB DESIGNER • September 2017 - July 2019 • *Newark, NJ*

DREAMPLAY Media

- Worked as the lead in-house designer for a media agency specializing in film production
- Provided multiple design solutions, including print and digital content for clients and internal team
- Assisted team members by aiding them on creative work, rearranging file assets, and being lead representative at networking events

GRAPHIC DESIGNER • September 2016 - May 2017 • *Newark, NJ*

The Design Consortium

- Executed creative work in an exclusive student/teacher collaborative studio that provides design solutions for Newark-based clients
- Developed and extended the brand identity for Express Newark, including the self-tour brochure, promotional posters, business cards, invitations, signage, and wayfinding for the building



Contact

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Technical Skills

Adobe Creative Suite CC

Sketch

Wordpress

HTML + CSS

Mac and PC Proficiency



Expertise

Digital and Print Design

Web Design

Editorial Design

Illustration

Typography

Brand Identity

Motion Graphics

Video Editing



Education

Rutgers University-Newark

Newark, NJ

B.F.A. in Visual Arts: Graphic Design

Minor in Art History

Cum Laude

May 2017