

rochelle

Rochelle Anne Bernal | Art Director & Illustrator

Experience

ART SUPERVISOR • 09/2022 – Present • Remote/New York City, NY
Neon, an IPG Health company

- Led day-to-day creative operations as art lead for a dermatology brand; ensured timely delivery of creative assets while maintaining brand consistency across campaigns
- Supervised junior team members by providing mentorship and delegating responsibilities to ensure efficient workflow
- Collaborated with cross-functional teams in a fully remote environment

SENIOR ART DIRECTOR • 02/2021 – 09/2022 • Remote/New York City, NY
GSW Advertising

- Worked across multiple brands and businesses such as oncology, neurology, cardiovascular, and an autoinjector service
- Assisted a launch brand team by developing assets and providing creative oversight to internal studio
- Lead as a temporary art lead of a neurology brand by providing direction to creative team and internal team

ART DIRECTOR • 07/2019 – 01/2021 • 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 • 09/2017 – 07/2019 • 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 • 09/2016 – 05/2017 • 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
Figma
Wordpress
Canva
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
B.F.A. in Visual Arts:
Graphic Design
Minor in Art History
Cum Laude | 2017