

# RACHEL LIPSITZ

## DIGITAL DESIGNER

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### ..... PROFILE .....

I am a freelance digital designer with over 10 years industry experience. I have worked client and agency side in all areas of digital design with an emphasis on HTML5, social media animations and infographics.

### ..... EDUCATION .....

**BA in Film Studies and Art Studio**  
*University of California, Santa Barbara*  
1992-1996

**MA in Documentary Film**  
*Brunel University*  
2005-2006

### ..... SKILLS .....

**HTML5** (*Adobe Animate and Google Web Designer*)



**PHOTOSHOP**



**ILLUSTRATOR**



**DREAMWEAVER**



**LIGHTROOM**



**CINEMAGRAPHS**



**INFOGRAPHICS**



**AFTER EFFECTS**



**INDESIGN**



### ..... EMPLOYMENT HISTORY .....

#### **Isobel | Freelance HTML5 Animator and Designer**

*Nov 2015-Feb 2018*

Animated HTML5 ads in various sizes for FAB, Bordeaux wines and Savills.

#### **AIA | Freelance HTML5 Developer**

*January 2018*

Animated new ads, with sound, for a large automotive brand.

#### **The Body Shop | Freelance Digital Designer**

*Various dates November 2015-February 2018*

Designed HTML5 ads and graphics promoting product ranges.

#### **Sotheby's | Freelance HTML5 Developer**

*Various dates Nov 2015-Feb 2018*

Designed and animated with Animate/GSAP dynamic banners for various Sotheby's campaigns.

#### **Deliveroo | Freelance HTML5 Developer**

*June, September & October 2017*

Animated HTML5 ads in various sizes and languages for the *Have Moments* campaign.

Animated After Effects promos for social media.

#### **Seven Publishing | Freelance HTML5 Designer**

*July - August 2017*

Animated ads for Weight Watchers in various sizes using Flashtalking and Adobe Animate.

#### **The Fold | Freelance HTML5 Designer**

*June 2017*

Animated ads for Boss Revolution mobile phone service.

#### **The Telegraph | Freelance HTML5 Designer**

*April - August 2017*

Animated HTML5 ads for several new travel campaigns.

#### **The Wellcome Trust | Freelance HTML5 Designer & Animator**

*October 2016 and January 2017*

Animated HTML5 ads for the new exhibitions-*Bedlam, Making Nature* and *Electricity*.

Animated trailers for new exhibitions in After Effects for Instagram and for London Underground video panels.

#### **Fetch | Photoshop Animator**

*November and December 2016*

Updated and animated new Apple Music ads in various languages and sizes.

#### **Harrod's | Freelance Email Designer and Developer**

*November and December 2016*

Designed and coded HTML emails for various Harrod's departments.