

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



SKETCH



DREAMWEAVER



LIGHTROOM



CINEMAGRAPHS



INFOGRAPHICS



AFTER EFFECTS



INDESIGN



..... EMPLOYMENT HISTORY

Wunderman

June 2018

Infographic design for Dessault Systems.

The Wellcome Trust | Freelance HTML5 Designer & Animator

January 2017 and Feb / May 2018

Made 4 animations that promote the Wellcome's brand values for a company-wide meeting.

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

Animated trailers for new exhibitions that played on London Underground video panels and in Instagram.

SMP

March - April 2018

Animated SanDisk cinemagraphs for a WeTransfer page.

The Big Shot | Freelance Infographics designer

March - April 2018

Designed a 32 page booklet with 12 infographics illustrating data about security fraud for CIFAS.

Triyoga | Freelance Email Designer and Developer

February 2018

Designed and built new HTML email templates in Mailchimp.

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 Designer / Developer

Various dates Nov 2015-Feb 2018

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

Deliveroo | Freelance HTML5 Designer / Developer

Various dates 2016-2018

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.