

RACHEL LIPSITZ

DIGITAL DESIGNER

KENTISH TOWN, LONDON, NW5
077 669 38619
WWW.FUZZYROBOT.COM
LITTLETROUSERS@GMAIL.COM

..... 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



LIGHTROOM



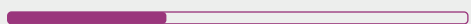
CINEMAGRAPHS



INFOGRAPHICS



AFTER EFFECTS



INDESIGN



..... EMPLOYMENT HISTORY

BrandComms | Freelance Digital Designer

November 2018

Designed HTML5 ads and new web pages for Ecobank.

McCann Enterprise | Freelance HTML5 Developer

October 2018

Built HTML5 ads for Aviva in several sizes for 2 creatives.

Pepsico | Freelance Digital Designer

September 2018

Designed bespoke graphics to promote Pepsico brands (including, Quaker, Walkers, Tropicana and Doritos) on Ocado and Sainsburys websites.

Wunderman | Infographic designer

May 2018

Designed infographics for Dessault Systems in Sketch.

Isobel | Freelance HTML5 Animator and Designer

Various Dates 2015 - July 2018

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

The Wellcome Trust | Freelance HTML5 Designer & Animator

Various dates October 2016 through April 2018

- 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.
- Built 4 animations illustrating the company's new brand values.

Big Shot | Infographic designer

Feb - March 2018

Designed and built 40 page booklet with infographics for Cifas, about online fraud statistics.

Sotheby's | Freelance HTML5 Developer

November 2017

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

Deliveroo | Freelance HTML5 Developer

June, September & April 2018

- Designed emails for desktop and mobile in Sketch.
- 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 Telegraph | Freelance HTML5 Designer

April - August 2017

Animated HTML5 ads for several new travel campaigns.