

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

The Wellcome Trust | Freelance HTML5 Designer & Animator

January 2017 and Feb 2018

Animated designs that promote the Wellcome's brand values for a company-wide meeting.

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.

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.

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.