

# 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

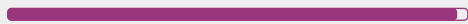
**MA in Documentary Film**  
*Brunel University*  
2005-2006

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

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



**PHOTOSHOP**



**ILLUSTRATOR**



**SKETCH**



**LIGHTROOM**



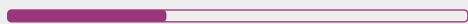
**CINEMAGRAPHS**



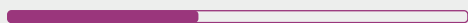
**INFOGRAPHICS**



**AFTER EFFECTS**



**INDESIGN**



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

#### **Amazon | Freelance HTML5 Developer**

*July and October 2018*

Built ads in various sizes and languages for Prime Day 2018.

#### **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.

#### **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**

*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.