

# 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**



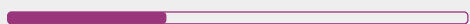
**CINEMAGRAPHS**



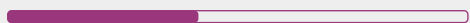
**INFOGRAPHICS**



**AFTER EFFECTS**



**INDESIGN**



### EMPLOYMENT HISTORY

#### ASOS | Freelance CRM Designer

February - March 2019

Designed and built emails in Photoshop and Dreamweaver for promotions and sales.

#### DS Smith | Freelance HTML5 Designer

January 2019

Built a presentation in Adobe Animate showcasing the features of a new Pilladis POS Hub.

#### Oasis Fashion | Freelance Digital Designer

December 2018

Designed emails for upcoming sales and promotions.

#### 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.

#### 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.