

RACHEL LIPSITZ

DIGITAL DESIGNER

WWW.FUZZYROBOT.COM

LITTLETROUSERS@GMAIL.COM

077 669 38619 • KENTISH TOWN, LONDON, NW5

EMPLOYMENT HISTORY

Mullen Lowe Profero | Freelance Digital Designer | June 2020 - May 2021

Built HTML5 banners for the HM Gov Covid-19 comms in required sizes, languages and routes.

Epiphany Ideas | Freelance Infographic Designer | May 2020

Designed medical-related infographics for Keynote and Powerpoint.

Discovery, Inc | Freelance HTML5 Designer | April 2020

Animated a series of HTML5 ads promoting Discovery's new streaming player, dplay.

Noisy Beast | Freelance Digital Designer | March 2020

Assisted on a variety of amends and new social posts for Australian wellness brand, Swisse and Swisse Me.

The Specialist Works | HTML5 Designer | Feb 2020

Built HTML5 ads in various sizes for Dyson, based on storyboards.

AllPlants | HTML5 Designer | Sept 2019 - Feb 2020

Animated new HTML5 ads for 3 campaigns promoting the vegan meal delivery service.

Red Bee Media | HTML5 Designer | September 2019

Built ads in several sizes for a new BBC promotions.

King | Graphic Designer | October 2019 - Feb 2020

Created static graphics for various stages of the Candy Crush, Bubble Witch and Farm Heroes aming experience.

Pernod Ricard | HTML5 Designer | September 2019

Built HTML5 ads for several branded promotions.

Squint/Opera | Infographic Designer | August 2019

Designed infographics that will be overlayed on a pitch film.

Dentsu Aegis | Motion Designer | July 2019

Amended iTunes promos in After Effects for various music artists.

PROFILE

I am a digital designer with over 10 years experience agency and client-side, specialising in CRM, digital campaign assets for social media, infographics and HTML5 banners.

I am also an experienced portrait photographer, having started as a live music photographer, progressing to lifestyle and portrait photography in the last few years. I use Lightroom and am an experienced retoucher and photo editor.

My photography site is www.littletrousers.com

SKILLS & SOFTWARE

Photoshop, Illustrator, Animate, XD, Sketch, After Effects, Google Web Designer, CSS, PowerPoint
HTML5 design & build, infographics, email builds (including commonly used CMS systems), 2d animation

Amazon | Freelance HTML5 Developer | May - June 2019

Built HTML5 ads and website skins in various sizes and languages to promote Prime Day.

Kew Gardens | Freelance HTML5 Designer | April 2019

Animated ads for a new childrens' area in Kew Gardens

Iris Worldwide | Freelance HTML5 Designer | April 2019

Animated and updated HTML5 ads for GolfTV.

ASOS | Freelance CRM Designer | February - March 2019

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

DS Smith | Freelance HTML5 Designer | Freelance throughout 2019

Built a presentation in Adobe Animate showcasing the features of a new Pladis POS Hub. Animated ads for Coke and Fanta that were displayed on video screens at Gatwick airport.

Oasis Fashion | Freelance Digital Designer | December 2018

Designed emails for upcoming sales and promotions.

Pepsico | Freelance Digital Designer | September 2018

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

The Wellcome Trust | Freelance HTML5 Designer & Animator | 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.

EDUCATION

University of California, Santa Barbara | 1992-1996 BA in Film Studies and Art Studio

Brunel University | 2005-2006 MA in Documentary Film