

Rachel Lipsitz

digital designer

WORK EXPERIENCE

Ticketmaster UK | Social Designer | March - April 2024

Designed new templates for social channels to promote editorial content.

Mullen Lowe Profero | Freelance Digital Designer | June 2020 - March 2024 (ad hoc)

Built HTML5 and edited social media for the HM Gov Covid-19 comms, NHS, Booking.com, Invesco and Calor in various sizes, languages and routes.

The Body Shop | Digital Designer | December 2023 - February 2024

Designed and built new emails for promotional campaigns and amend images for different markets.

MBA Stack | Email Designer | November 2023

Amended and created new emails for SMARTY, in Sketch.

CYLNDR for Samsung | Infographics Designer | October 2023

Worked with art directors to create an infographic for a film promoting Samsung's Net O capabilities via devices and appliances in the home.

Stanley's Post | Freelance Social Designer | September 2023

Adapted Amazon's *Gen V* trailers made in After Effects into many sizes and languages.

Open | Freelance Digital Designer | 2021- 2023 (ongoing ad hoc)

Built social animations and Display ads for various charities including Oxfam, Unicef, St. Mungos and St. Martin in the Fields.

New Look | Infographics Designer | July 2022 and 2023

Designed infographics about New Look and the deck for Drapers award submission.

Missouri | PPT artworker | May 2022 and June 2023

Helped update PPT toolkits for Beefeater Gin and Jameson.
Built animated ads for Jameson and Crodino.

BMB | HTML5 Designer | May 2023

Built banners in several sizes and routes for Breast Cancer Network.

House 337 / Apple | Production Designer | January - April 2023

Helped QA design for several German landing pages once they went into build.
Liaised with developers and producers to fix any issues and spot errors.

McCann Enterprise | Freelance HTML5 Designer | November 2022

Built HTML5 ads for Verizon in required sizes and language adapts.

ITV | Freelance Digital Designer | September 2022

Helped design branded graphics for the new ITVx platform and social assets for World Cup 2022.

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 www.fuzzyrobot.com

 littletrousers@gmail.com

PROFILE

I'm a digital designer with over 15 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 image researcher, retoucher and photo editor.

My photography site is www.littletrousers.com

SKILLS AND SOFTWARE

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

EDUCATION

University of California,

Santa Barbara

BA in Film Studies and Art Studio

Brunel University

MA in Documentary Film

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WORK EXPERIENCE

Institute for Fiscal Studies | Freelance Digital Designer | July - August 2022
Redesigned PPT and Social posts templates by providing many colour and layout options for a variety of needs.

Tag / The & Partnership | HTML5 banner designer | July - August 2022
Built 4 routes of banners for Aon in Google Web Designer.

Iris Worldwide | HTML5 developer | June 2022
Animated and updated HTML5 ads for Nectar in Google Web Designer.

Uncommon | Digital Designer | March 2022
Display ad designer for new British Airways campaign.

King | Graphic Designer | August - March 2022
Created static graphics for various stages of the Candy Crush, Bubble Witch and Farm Heroes gaming experience.

Discovery, Inc | Freelance HTML5 Designer | April 2020
Animated a series of HTML5 ads promoting Discovery's new streaming player, dplay.

AllPlants | HTML5 Designer | Sept 2019 - February 2020
Animated new HTML5 ads for 3 campaigns promoting the vegan meal delivery service.

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

asos | Freelance CRM Designer | February - March 2019
Designed and built emails in Photoshop and Dreamweaver for promotions and sales.

Oasis Fashion | Freelance Digital Designer | December 2018
Designed emails for upcoming sales and promotions.