

VICTORIA RAFANELLI

 707 321 9900

 victoriarafanelli@gmail.com

 linkedin.com/in/victoriarafanelli

 Playa Del Rey, CA

EDUCATION

Art Institute of San Diego
BS Advertising / Graphic Design
2006 - 2008

University of California San Diego
BA Communications / Studio Art
2002 - 2006

SKILLS

Photoshop
Illustrator
Indesign
Canva
Lightroom
Camera Raw
Sketch
Adobe XD
Mail Chimp
Privy
Keynote
Powerpoint

PROFILE

Over 12 years of experience in Art Direction, Graphic Design, and managerial creative. A proven track record of leading art direction in various roles at Fortune 500 brands such as Red Bull, Jaguar, 20th Century Fox, to startups like Hulu, TrueX and Ladder.

WORK EXPERIENCE

SR BRAND DESIGNER

Burke Williams Spa | 2019 - 2025

Sr Brand Designer and Art Director for Burke Williams Spa and the Burke Williams Spa brands.

- Created brand identity and all designs for collateral, print, digital, social, email and web
- Led, conducted, and art directed all promotional campaigns
- Produced creative postings for social platforms and paid social ads
- Photo-re toucher for majority of photography
- Art directed and coordinated all photo-shoots
- Developed workflow processes and project management
- Lead creative for all internal design and marketing material

SR BRAND DESIGNER

Ladder | 2018 - 2019

Lead creative direction for LeBron James, Arnold Schwarzenegger, and Cindy Crawford supplement start-up brand.

- Created brand identity and all designs for clothing, accessories, packaging, collateral, print, digital, email and web
- Led, conducted, and art directed photo-shoots
- Food and prop stylist on photo-shoots
- Produced creative postings and photography for social platforms and paid social ads
- Photo-re-toucher for majority of photography
- Designed and produced all event and trade show artwork
- Oversaw and managed freelance designers.

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LEAD BRAND DESIGNER / SR ART DIRECTOR

Fresh Realm | 2017 - 2018

Clients: Cooking Light, Real Simple, Weight Watchers Fresh, Kroger and Safeway.

- Lead creative on internal and external branding, packaging, print, and web design
- Directed photo-shoots and all photo re-touching
- Food and prop stylist on all sets
- Designed look and feel for testing kitchen

LEAD DESIGNER

Red Bull Media House | 2016 - 2017

Lead Designer for Red Bull Media House. Supervised a small team of designers.

- Responsible for Red Bull TV branding across all platforms and devices
- Developed and implemented work-flow processes
- Created style guides and templates
- Worked closely with global photographers and production teams to ensure brand identity
- Managed, created, and delivered assets for all Red Bull TV content
- Developed design solutions for co-brand partnerships
- Collaborated with product teams on platform updates and helped resolve technical issues
- Facilitated project time-lines and kick-off calls
- Established an organized system for artwork production during Red Bull's live events
- Coordinated with legal teams on all photography clearance issues
- Managed and led a small group of designers
- Worked closely with production companies and developers
- Partnered with clients and outside creative agencies to develop creative solutions ensuring desired campaign objectives and goals
- Responsible for all production sign-offs and development testing of digital creative projects

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LEAD BRAND DESIGNER / SR ART DIRECTOR

SPARK44 AD AGENCY | 2013 - 2014

Art Director for Jaguar

- Responsible for branding, on-line interactive experiences, micro-sites, rich media, viral videos, broadcast, and social media
- Concepted and developed global, national and regional campaigns encompassing commercials, print, ads, collateral, outdoor, guerrilla and viral work

SENIOR GRAPHIC DESIGNER

FOX / JOE DIGITAL PRODUCTIONS | JAN -SEPT 2013

Contract Senior Designer for American Idol, MasterChef, MasterChef Jr, and So You Think You Can Dance.

- Head of social media content and creation
- Assisted lead Art Director on website, mobile and tablet designs
- Worked with product teams on designing first ever on-line voting for American Idol audience
- Assisted with copy writing
- Integrated sponsorship branding and design
- Created key art, animated gifs and web banners
- Photo-Re-toucher on majority of all photography

CREATIVE PRODUCER / DIGITAL DESIGNER

HULU | 2010 - 2013

Creative Producer and Web Interactive Designer

- Managed project time-lines
- Developed work-flow strategies
- Worked with internal teams on branding strategy and implementation
- Designed, art directed, and produced complex interactive ad engagements
- Developed new co-branded landing pages on Hulu
- Created Keynote and PowerPoint presentations
- Designed new creative advertising units on Hulu platforms
- Produced internal branding assets such as logos, one-sheeters, print ads, and style-guides

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JR ART DIRECTOR

RPA AD AGENCY | 2008 - 2009

Jr Art Director for Honda, Mandalay Bay Las Vegas, Aureole, Fleur De Lys, RM Seafood, and Stripsteak Restaurants.

- Worked with various teams to create and produce Honda Insight Launch
- Flash and static website banner and digital ads
- Designed and concepted print ads and billboards
- Designed Honda Ridgeline and NHL style-guide