

Rachel Vasquez

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Professional Summary

Multi-disciplinary designer and art director, with over 5 years of experience specializing in social media, web, TVC, OLV and Out of Home. Passionate about ensuring brand consistency while pushing the aesthetic boundaries to offer optimal user experiences.

Florida International University, Miami, FL

Master of Science in Global Strategic Communications Creative Track

AUGUST 2017 - MAY 2019

Miami Ad School, Miami, FL

Diploma in Art Direction

OCTOBER 2017 - FEBRUARY 2019

University of South Florida, Tampa, FL

Bachelor of Arts in Mass Communications Advertising, Minor in Sociology

JULY 2013 - MAY 2017

Work Experience

Dentsu, Remote - Art Director

SEPTEMBER 2021 - PRESENT

- Conceptualizes, copyrights, storyboard, designs, and executes campaigns for mainly Burger King & Sargento, leveraging paid media platforms including Meta, TikTok, Snap, Pinterest, and Reddit. Works on UI, mobile & desktop for Roto Rooter & Enterprise.

ALMA DDB, Miami, FL - Jr. Art Director

MAY 2019 - SEPTEMBER 2021

- Worked on the McDonald's, Tobacco Free Florida, Miller Lite & Coors Light accounts, concepting for TV, radio, activation and social content. Designed out of home ads, along with banner ads for mobile, desktop and music platforms, such as Pandora and Spotify. Worked on UX/UI design for desktop and mobile for Tobacco Free Florida.

Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Sketch, Invision, Paid Media (Meta, TikTok, Snap, Pinterest, Reddit), Art Direction, Copywriting, UX/UI