

Hello, I'm Raquel Van Nice

ART DIRECTOR & VISUAL DESIGNER

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I have a knack for making the ordinary unusual and the familiar new. Equal parts conceptual thinker and visual designer, I've never been satisfied with mastering just one thing.

EXPERIENCE

B&P ADVERTISING & PUBLIC RELATIONS

Las Vegas, NV

ART DIRECTOR

Mar 2018 – CURRENT

- Employed creative development, direction, and design for a diverse client list.
- Expanded the social media department by taking the lead creating digital content and spearheading a new on-line task management system for the increased work low.

GRAPHIC DESIGNER

Mar 2016 – Mar 2018

- Utilized the latest in printing techniques and materials to create visually engaging direct mail pieces for our high-end casino clients.
- Created and maintained the visual look for a variety of clients.

VIRGEN ADVERTISING

Las Vegas, NV

SR. GRAPHIC ARTIST

Nov 2015 – Mar 2016

- Created identity and branding assets for new clients as well as existing clients.
- Directed junior and mid-level creatives.

SK+G ADVERTISING

Las Vegas, NV

JR. ART DIRECTOR

Nov 2012 – May 2015

- Concepted and pitched new ad campaigns for existing and potential clients.
- Directed photo and video shoots.

EDUCATION

ACADEMY OF ART UNIVERSITY

Graduated May 2012

MFA • Advertising: Art Direction

UNIVERSITY OF CALIFORNIA, BERKELEY

Graduated May 2006

BFA • Double majored in Art Practice & Mass Communications

SKILLS

InDesign

Photoshop

Illustrator

After Effects

Microsoft Suite

Final Cut Pro

INDUSTRY KNOWLEDGE

Concept Development

Brand Identity

Creative Strategy

Typography

Logo Design

Illustration

Image Manipulation

Digital Photography

Digital Design

Layout

Creative Direction

Photo Retouching

AWARDS

2018 Gold ADDY (AAF Las Vegas Chapter)
in Print and Magazine Advertising

2018 Bronze ADDY (AAF Las Vegas Chapter)
in Out of Home: Installations

2018 Bronze ADDY (AAF Las Vegas Chapter)
in Print and Magazine Advertising