

RAQUEL VAN NICE

ART DIRECTOR & GRAPHIC DESIGNER

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ABOUT

I am art director and designer with a knack for making the ordinary unusual and the familiar strange. I believe each project should have a life and personality of its own and each campaign is only as strong as the story that is being told. My aim is to create coherent, original and distinctive design solutions that communicate the client's key message and adds value to the brand.

EDUCATION

Academy of Art University

Graduated May 2012

- MFA in Advertising: Art Direction

University of California, Berkeley

Graduated May 2006

- BFA with a double major in Art Practice & Mass Communications

SKILLS



Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Adobe After Effects

AREAS OF EXPERTISE

I design for both digital and traditional media with experience in brand identity, TV commercial, motion graphics and print. I also have skills in digital photo manipulation and retouching.

EXPERIENCE

Art Director

B&P Advertising | Las Vegas, NV

MAR 2018

CURRENT

Graphic Designer

B&P Advertising | Las Vegas, NV

FEB 2016

MAR 2018

Working as a graphic designer at a design focused agency has provided me the opportunity to utilize the latest in printing and production techniques, processes and materials within my designs for casino invitationals and branding collateral, while still affording me the opportunity to concept ad campaigns in the role of art director.

Clients included: The Cosmopolitan Las Vegas, Bellagio Hotel and Casino, Southwest Medical Associates, Treasure Island Hotel and Casino, and University of Nevada, Las Vegas (UNLV).

Sr. Graphic Artist

Virgen Advertising | Las Vegas, NV

NOV 2015

FEB 2016

Employing and expanding upon my graphic design skills I created identity and branding assets for new clients as well as existing clients and their sub-brands.

Clients included: Luxor Las Vegas, Excalibur Hotel & Casino, Human Rights Campaign Las Vegas, and Southern Nevada Health District.

Jr. Art Director

SK+G Advertising | Las Vegas, NV

NOV 2012

MAY 2015

As junior art director at SK+G my main role was to concept and pitch new ad campaigns for existing and potential clients as well as direct photo and video shoots while ensuring the end product was consistent with the proposed creative and brand identity.

Clients included: Aria Resort and Casino, Mount Airy Casino Resort, Borgata Hotel Casino & Spa, Maryland Live! Casino, Vdara Resort Hotel and Spa, The Shops at Crystals, and Mandarin Oriental Las Vegas.