

CURRICULUM VITAE

RACHAEL SMOLEN

ART DIRECTOR, DESIGNER & PHOTOGRAPHER

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EXPERIENCE

2019 – Present

WHIPPER SNAPS PHOTOGRAPHY
Owner & Photographer, Marin County, CA
www.whipper-snaps.com

Whipper Snaps Photography uses an intimate, personal approach to capture magical family moments just as they happen. Families can schedule a one-hour play date photo shoot in their favorite outdoor setting with abundant natural light.

2016 – 2018

ZOBA LIFE, INC.
Co-Founder & Head of Design, San Francisco, CA

Zoba Life, Inc. combines Eastern healing philosophy with Western nutritional science in a customizable postpartum program of recovery enhancing foods.

2009 – 2016

RACHAEL SMOLEN
Art Director, Shanghai, China

In-house senior art director and freelance consultant for local start-up companies, multinational corporations (MNCs) and non-profit organizations. Responsible for translating marketing objectives into creative strategies, designs, and plans while managing design work and creative teams. Collaboration with design, branding and marketing firms, including IDEO, Siegel + Gale, and Nurun.

2008 – 2009

BBDO/PROXIMITY WORLDWIDE
Art Director, Shanghai, China

Responsible for art direction and design of integrated marketing campaigns for clients such as: GE, New Balance, FedEx and Air New Zealand. Collaborated with creative director, copywriter and designers in the development of online and offline campaigns.

EDUCATION

B.A. UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Major: Art History & Minor: French

UNIVERSITÉ MICHELLE DE MONTAGNE

Education abroad program in Bordeaux, France. All coursework conducted in French.

TONGJI UNIVERSITY (BCIS)

Intensive language program in Shanghai, China. Completed intermediate level Mandarin.

OVERVIEW

Multi-disciplinary designer & creative problem solver. Extensive background in interactive design, with an affinity for brand identity and photography. Strengths include an appreciation for visual and experiential simplicity, an analytical approach to problem solving and the ability to manage the entire creative process.

SOFTWARE

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- XD

SKILLS

- Art Direction
- User Experience Design
- Visual Design
- Graphic Design
- Branding
- Advertising
- Marketing
- Photography

INDUSTRY TRAINING

- UX Design Bootcamp
- The Art of Photography
- Advanced Photography
- Typography
- Color Pre-Press
- User Interface Design
- Graphic Design for Digital Media