

rasha qanadilo

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Profile Highly skilled designer with over 15 years experience, both online and offline, in providing creative direction, art directing shoots and overseeing production. Looking to expand my horizon with new opportunities in the fashion and beauty industries.

Experience **RICHLINE JEWELRY, NEW YORK, NY.**
DIGITAL ART DIRECTOR, 2015-CURRENT.

Collaborating with various teams and divisions of Richline companies to introduce an online presence as well as UX testing of upcoming websites. Art directing and designing all creative efforts for current e-stores. Managing the digital design and photography teams.

JEWELRY.COM, NEW YORK, NY.
DIGITAL ART DIRECTOR, 2014-2015.

Responsible for re-launching the online store with a contemporary fashion-oriented editorial feel. Art directing and designing advertising campaigns as well as various collaborative partnership marketing efforts. Leading the design team in development of strategic, on-brand creative for all direct marketing, blog and social media channels. Directing and managing all brand photography.

VIVRE, INC., NEW YORK, NY.
SENIOR ART DIRECTOR, 1999-2014.

Web: Hands-on experience in structuring, designing and building an e-commerce site with an editorial slant. Responsible to redesign vivre.com in its entirety with a fresh look. Its objective being a user-friendly shopping experience that has an editorial curated view.

DUTIES INCLUDED:

- Designing new editorial content for the site weekly
- Designing weekly email campaigns, banners, ads and social media content
- Managing web and development teams

Print: Working at a small-to-medium size company since its inception and reporting directly to the CEO/creative director allowed for an all encompassing experience as well as exposure to renowned photographers, stylists, writers and art directors. Responsible for all print projects for Vivre and all its clients: catalogs, brochures, direct mailers, bounce-backs, signage, advertisements, corporate identity and invitations.

POSITION RESPONSIBILITIES INCLUDED:

- Managing projects in terms of creative, scheduling and production (color and printing) from start to finish
- Researching new talent and ideas as well as presenting creative concepts for all projects
- Working closely with the merchandising team while selecting products for photoshoots
- Art directing photoshoots: both lifestyle and still-life
- Designing layouts and creating mechanicals in addition to releasing for printing
- Overlooking color separations coupled with going on press checks for all projects

FREELANCE ART DIRECTOR, NEW YORK, NY.
FREELANCER, 2008-CURRENT.

Working on a variety of projects for clients in the luxury retail arena as well as the arts: designing and building websites, social media content and online ads to mention a few.

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	MCCANN RELATIONSHIP MARKETING, NEW YORK, NY. FULL TIME FREELANCER, 1998-1999. Experience in the production department included: working with several art directors on various projects; from creating mechanicals, working on the type and layout, to preparing projects for release. As well as photo retouching and comp work.
	ZAKKA PRINTING SYSTEM, AMMAN, JORDAN. FREELANCER, SUMMER 1998. Reporting directly to the owner. Created a self-promotional brochure for the print house. Developed an understanding for the different printing techniques.
	BDINTERACTIVE, PORT CHESTER, NY. PAID INTERNSHIP, 1998. Helped design the main interface for ABC Monday Night Football Sports site.
Education	BFA, COMMUNICATION DESIGN, PARSONS SCHOOL OF DESIGN, NEW YORK. Dean's List.
	VISUAL COMMUNICATION, PARSONS SCHOOL OF DESIGN, PARIS, FRANCE.
Skills	Excellent knowledge of Adobe Creative Suite: InDesign, Photoshop, Illustrator, Flash, Fireworks, Dreamweaver; and QuarkXPress. Proficient in Digital Publishing Suite (eMagazines); eBooks; HTML5; CSS3 as well as Mobile and Responsive web design.
Languages	Fluent in English and Arabic. Knowledge of French.