

EMILY ROSENBAUM



ART DIRECTOR



Austin, Texas



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Emily-Rosenbaum.com

ABILITIES

Art Direction | Graphic Design
Concept Development | Branding
Social Media Platforms, Strategy & Trends
Storyboarding | Layout Design
Adobe Photoshop | Illustrator | InDesign
Microsoft 365 | Apple & PC Proficient
Project Mgmt Tools (Monday, Teams, Slack)
Research | Event & Retail Signage
Working Knowledge in UX/UI Design

I AM [A]...

Team Player | Collaborator
Positive Thinker | Solution Oriented
Self Starter | Organized
Multi-Tasker | Culture Creator

EDUCATION

B.S. Advertising

University of Texas at Austin

2012-2016

INTERESTS



Cooking



Food



Green Thumb



Travel



Gaming



Sustainability

WORK EXPERIENCE

ART DIRECTOR

Dell Technologies & Alienware / Austin, TX / 2021-2023

Concepted for diverse social, brand and product launch campaigns across various teams, pitching work to both clients and senior leadership. Maintained a high level of work in a fast-paced environment while juggling multiple diverse projects at a time. Built out each entire campaign from start to finish, including producing digital, print, and social assets; creating storyboards and pre-production decks; collaborating with and giving creative direction to vendors of all specialties (including CGI and 2D animation); and leading project handovers while guiding a production team on delivering assets in a timely manner. Directed creative on-set, CGI videos and photography produced for every project while maintaining brand guidelines.

FREELANCE DESIGNER

STRUCTURE (Product of NGO Better Shelter) / 2020 - 2021

Brought on to establish STRUCTURE's brand and social media presence during their launch and initial fundraising efforts. Created organic social media assets (including static posts, animations/gifs, Instagram stories, stickers, etc.), internal and external decks, and misc. talent outreach deliverables. Working with a small team, STRUCTURE's Instagram has grown to over 500 followers in four months with no paid marketing efforts. STRUCTURE provides a long-term housing solution to the climate migrant crisis.

ART DIRECTOR

Wunderman Thompson / Austin, TX / 2016 - 2021

Contributed to the development of creative campaigns, print and digital masters for global teams, photography selection and retouching (alone and with studio retouchers), and stand-alone projects such as digital-first social media projects. Participates in the creative process, new business pitch development, and final asset production for clients such as Dell, Reliant NRG, Direct Energy, One Blade, and Austin Film Festival.