

VICKY FRENKEL STUDIO

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VICKY FRENKEL

SR. ART DIRECTOR | DESIGNER | PRODUCER

Profile:

Seasoned senior art director, designer and producer in the Advertising and Publishing industry. Expertise includes art direction, design, marketing, brand management, product development, and photo/video production. Exceptional technical qualifications with an innate sense of creativity and strong communication skills in a multi-team environment.

Education:

University of Kansas: School of Journalism: BSJ

Major: Advertising, Minor: Russian

New York University, Tisch School of the Arts

Film Production Summer Program

Expertise:

- Art Direction
- Graphic Design
- Web Design & Interactive
- Photo & Video Production
- Social Media
- Event Planning
- Prop Styling
- Location Scouting
- Casting

Software Expertise: Mac & Windows Based:

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Muse, Acrobat)
- Sketch/Invision
- Microsoft Word, Excel, PowerPoint
- Bluebeam
- Some html

Languages:

English, Russian, some French

Professional Creative Memberships:

AAF
AIGA

Community Involvement & Board Positions:

AAF
MS Society
MOCSA
Owen Cox Dance

SelectQuote: 2017 - Present

Senior Brand and Digital Designer

Deliver a compelling customer experience through design, innovation and creativity to a wide variety of advertising and marketing communications solutions for customer acquisition and sales. Implement and grow the brand for America's #1 independent, term-life, senior, auto and home insurance agency.

Keypath Education: 2016 - 2017

Senior Art Director

Art direct, design and implement creative solutions for all digital, interactive, online and video material for a variety of national educational clients. Brand experience includes: Post University, Baker College, Johnson & Wales, Keiser University, etc.

Black & Veatch: 2014 - 2016

Senior Graphic Designer

Developed visual solutions for a variety of print, pop and digital projects while maintaining brand guidelines through strong visual identity for a global engineering firm.

Vicky Frenkel Studio: 2008 - 2014

Creative Director

Specializing in art direction, graphic design, publishing, marketing, brand development and production for local companies and national organizations. Brand experience includes: Simon & Schuster, Hallmark Cards, Bernstein-Rein, Husch Blackwell, Grantham University, Burns & McDonnell, Lee Jeans, Barkley, VML, Applebee's, Houlihan's, Popeyes, Gear for Sports and Peruvian Connection. ADDY Award Winner.

Kenny Johnson Photography: 2001 - 2008

Producer, Creative Director, Photo Editor, Studio Manager, and Artist Rep

Oversaw day-to-day creative direction, visual execution, operations and business development for a premier commercial photographer. Brand experience includes: Applebee's, Sprint, Colgate, McDonald's, Embassy Suites, Lee Jeans, Hallmark Cards, HNTB, The Buckle, IBM, Wal-Mart, American Century Investments, Cerner Corporation, Bayer Corporation, Anheuser-Busch and Radio Shack as well as numerous magazine groups. ADDY Award Winner.

Hallmark Cards, Inc.: 1997 - 2001

Art Director/Designer

Art Director, designer and line planner for greeting card and stationary product. Strategized, conceptualized, and designed entire lines of greeting cards for specific seasons and promotions with a focus on consumer, marketplace and cost management.

Andrews McMeel Universal: 1993 - 1997

Art Director/Designer

Designed, art directed, produced and coordinated in-house and licensed gift and stationary products as well as in-store design. Worked with various clients, including: Far Side, Frasier, Friends, Saturday Night Live and Comedy Central. Louie Award Winner.