



Rachel H. Brown

CREATIVE DIRECTOR & ILLUSTRATOR

WORK EXPERIENCE

Contract Art Director

MAP Digital Network Inc. | April 2024 - Present

- Spearheading the strategic rebranding of a classified, but renowned 90's brand by creating innovative design concepts, enhancing market appeal, and updating brand identity to modern times.

Illustrator in Marketing

Tierra Encantada Headquarters | Nov 2021 - Dec 2023

- Worked within tight deadlines to conceptualize and develop designs for branded content and center signage.
- Lead the integration of high-quality illustrative concepts into the company's promotional campaigns and advertisements, enhancing brand visibility and engagement.
- Collaborated with other departments and the Marketing Team on designing, illustrating, and establishing the direction of various projects.
- Provided drafts to supervisors before finalization to identify and implement any corrections.

Children's Book Illustrator

An Elf's Journey Home By Kristen Denzer | March 2021 - August 2021

- Designed and developed characters based on the author's description, and created illustrations to appeal to a broad and diverse audience.
- Collaborated directly with the author through research and storyboarding to ensure that every illustration aligned with the narrative, capturing the essence of characters, settings, and key moments.
- Successfully executed full-spread illustrations that met and exceeded the author's expectations, contributing to the overall success and appeal of the project.

Freelance Editorial Illustrator

Raleigh Magazine | April 2019 - August 2019

- Conceptualized and crafted compelling editorial illustrations that met and exceeded project expectations.
- Two illustrations were published in the July & September issues in 2019, showcasing the ability to create visually impactful artwork that resonates with a larger audience.

Part-Time Customer Associate

Anthropologie | June 2018 - August 2018

- Assisted in the grand opening of the store at its new location, ensuring a seamless transition by collaborating closely with management and overseeing the setup of product displays.
- Delivered consistent customer assistance, facilitated communication, and optimized store organization.

Summer Animation Internship

Studio Flatland | June 2018

- Was introduced to new programs, and mentored on the animation pipeline.
- Began development on an interdisciplinary project, which included character and concept design, storyboarding, and 2D animation.

EDUCATION

Virginia Commonwealth University

Bachelor in Fine Arts in Communication Arts
2016 - 2020

SKILLS

- Illustration
- Character Design
- 2D Animation & Character Rigging
- Storyboarding
- Project/Production Management
- Creative Research & Marketing
- Art Direction
- Google Suite & Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe Animate
- Adobe After Effects
- Adobe InDesign
- Adobe Premiere Pro
- Procreate
- TVPaint

ADDITIONAL

Women in Animation

2024 Spring Mentorship Program with Samantha Hawkins

Junior League of Minneapolis

Communications Committee Member
2021 - 2023

Career Development Coursework

Concept Design Academy - Toniko Pantoia's Intro to Animation (Summer 2020)

CG Master Academy - Nate Wragg's Character Design for Production (Fall 2020)

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