

RENEE ALVARADO

ART DIRECTOR

PORTFOLIO

RENEEALVARADO.COM

EMAIL

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PHONE

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EXPERIENCE

2016-PRESENT **SELF**
Freelance Art Director + ACD

2016-2020 **VAYNERMEDIA**
Senior Art Director

Created holistic brand identities and creative campaigns to launch new brands. Developed trusting relationships with clients. Created cross-platform campaigns from concept to final execution for clients including Calvin Klein, Speedo, Dove, and Vaseline. Created and oversaw daily execution of social content.

2014-2016 **R2C GROUP**
Senior Art Director

Concepted and produced television and digital campaigns for clients including BareMinerals and Vonage. Lead junior designers.

2011-2014 **BBDO NEW YORK**
Art Director

Ideated and produced creative across all platforms for clients including HBO, Starbucks, Snickers, AT&T, Campbell's, and Splenda.

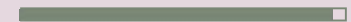
2010 **PORTLAND MONTHLY MAGAZINE**
Design Intern

EDUCATION

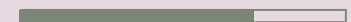
B.A. - JOURNALISM
University of Oregon
Summa Cum Laude

SKILLS

Adobe Creative Suite



Adobe Final Cut Pro



Adobe After Effects



Adobe Premiere



EXPERTISE

Brand Identity

Conceptual Thinking

Cross-Platform Design

Production