

felicia jade rein *experience*

www.feliciarein.com

proficiencies

Adobe Photoshop, Illustrator, Premiere, After Effects, Bridge, InDesign
Art Direction, Stop Motion Animation, Motion Graphics, Dragonframe
Food Styling, Set Design, Sewing, Draping, Pattern Making, Miniatures
Prop Fabrication, Management, Photography, Retouching, Video Editing
Set Dressing, Copywriting, Basic Carpentry, Experience with Plastics

education

The Art Institute of Vancouver, BC, Canada : Bachelor's Degree
Fashion Design & Visual Merchandising, Minor in Graphic Design
Institute of Culinary Education : Certification
Food Styling and Food Photography

accolades

CLIO Music : Bronze Winner - Music Marketing - Red Hearse / RCA : 2020
Paper Magazine : Write-up on photo series (Production Designer) : 2019
Filmmaking Frenzy - Finalist of PSA competition : 2018
Fantastic Fest : Winner of Short Film bumper competition : 2017
Nerdist : featured write-up on feature film segment : 2016
Digidays : Finalist - Best Product Launch - Rold Gold : 2015
Webby Awards : Official Honoree - Social: Weird - Rold Gold : 2015
Webby Awards : Official Honoree - Interactive Social - Lay's DUAF : 2015
Digiday Video Awards : Finalist - Best Branded Video Tombstone : 2015
Digiday Sammy Awards : Win - Best Branded Social - Lay's, DUAF : 2014
Digiday Mobi Awards : Finalist - Best Mobile DR - Lay's, DUAF : 2014
Webby Awards : Official Honoree - Social Studio - Moment Studio : 2014
Webby Awards : Official Honoree - Social Native Advertising - Lay's : 2014
Webby Awards : Official Honoree - Best use of social - Tombstone : 2014
Shorty Awards : Finalist - Best use of social - Lay's 75 & sunny : 2014
OMMA Awards : Finalist - Online Advertising - Lay's 75 & sunny : 2014
W3 Awards : Gold - Social Content - Lay's 75 & sunny : 2014
W3 Awards : Gold - Video / Web Video - Lay's DUAF : 2014
W3 Awards : Silver - Branded Content - Lay's DUAF : 2014
W3 Awards : Silver - Marketing Online Campaign - Lay's DUAF : 2014

related experience

Art Director's Guild - Member since : 2022
Women in Animation - Member since : 2022
International Myeloma Foundation Charity - Visual Designer : 2018
Icon9 : Motion Commotion - featured work : 2016
Video Mass : Spooky Fest - featured work : 2016
Fantastic Fest : Burtonize This - featured work : 2016
Top 15 Finalist for Wieden + Kennedy : WK12 program : 2012

Day One Agency | Creative Agency (Contract) - Current

Creative Director / Art & Copy
Chipotle

- Creative lead for campaigns, evergreen and reactive content
- Oversees all photo + video shoots, digital content and product launches
- Writing for accompanying copy and video scripts

Freelance | Sr. AD / Stop Motion / Fabricator : 2017 & beyond

When "not" working in-house or agency side, I've conceptualized and delivered work for dozens of clients. The below is a select roster of them; whether I was an Art Director, Video Editor, Photographer, Stop Motion Animator, Fabricator etc. Sometimes doing all of the above in that role.

Vogue : Saks Fifth Avenue	Aardman Nathan Love :	Impossible Burger
RCA Records : Red Hearse	Sprout TV / Panera	The ONE Group
ABC's The Rookie / Rookie : FEDS	Universal Studios Parks	Glaceau vitaminwater
The Big Tiny Food Face Off - Series	SnapStar : Doll Collection	Glaceau Smart Water
Netflix - Nailed It / Originals	Overheard LA : book promo	Nickelodeon
A24 Films - Upcoming Feature	Ipsos : Market research	Google : PX team
Marvel : Ant-Man and The Wasp	Paw Patrol - Toy Division	adidas : Falcon;
Disney : Oh My Disney!	My Little Pony - Toy Division	Kylie Jenner pop-up
New York Times / Exxon	Disney : Frozen II Toy Division	Tastemade Home
Barbie : Barbie Dreamhouse	Intel - Athena Campaign	Secret Crush Toys
Mattel : American Girl Doll	NASA - Hulu Partnership	ABC : Speechless

Frank Collective | Creative Agency - 2019-2020

Sr. Art Director / Graphic Design and Stop Motion Animation
Entirety of Barefoot Wine portfolio - E&J Gallo

- Creative lead on creating custom, original content, including short form video, static content, and 360 campaign components
- Lead a team of 5 designers / copywriters / video editors
- Oversaw, directed and produced photoshoots

VaynerMedia | Creative Agency (Contract) - 2018

Art Director / Graphic Design and Motion Graphics
Hulu / Toyota Parts & Services / Ole Smoky Moonshine

- Concepted and created original campaign content; both video and static
- Worked with team to create fresh ideas for annual or monthly programs
- Oversaw, directed and produced photoshoots across all brands

Think Jam | Creative Agency (Contract) - 2017

Art Director / Graphic Design / Video Editing and Motion Graphics
Netflix / Universal Studios Parks

- Created custom promotional content for shows, movies, park attractions; including short form video, static content, GIFS and app stickers
- Worked in collaboration with GCD / other motion graphics designers

ENGINE | Moment Studio | Creative Agency - 2013-2017

Sr. Art Director / Graphic Design and Stop Motion Animation
eBay / Chobani / Frito-Lay : Lay's / Ruffles / Rold Gold
Nespresso / Dark Horse / Tombstone Pizza / San Pellegrino
US Bank / Pernod Ricard - Malibu / Kahlúa / Olmeca Altos
Diet Pepsi / Purina / Petfinder / Diet Pepsi / Pepsi NFL

- Lead in-house Studio team to create original content, including short and long form video, static content, interactive digital, broadcast, and OOH
- Oversaw a team of 15-20 designers / copywriters / video editors
- Worked closely with copywriting partner, creative director and strategists to create innovative and creative, award winning work
- Pitched ideas to and nurtured relationship with client and brand team
- Oversaw, directed and produced photoshoots across all brands