

# Cheryl Rae

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Portfolio @ Cheryl-Rae.com

## Art & Creative Director

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**Excellent leadership, business acumen, and artistic talent leveraged to deliver high-quality and engaging web, graphic, and interactive design projects.**

Solid success directing and implementing broad range of revenue-generating design projects, from conception through launch. Readily translate business and client requirements into effective campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

Creative Development • Operations Management • Image Readiness • Product Information Management (PIM) Interactive Visualization • Marketing Strategies • Universal Configurators • Liquid Pixels Coding • UX Design Relationship Building • Customer Service • Performance Management • Team Leadership & Training • Outreach Technical Troubleshooting • Adobe CS • XML • CSS • Google Analytics • Mac OS

## Professional Experience

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American Achievement Corp. / Balfour.com – Austin, TX

### **Interactive Visualization IT, 2016 – Present**

Direct all aspects of interactive visualization for multiple websites and industry partners, including Wal-Mart, Zales, ArtCarved and JCPenney. Perform coding and artwork projects from initial concept through delivery as well as image area for PIM, Universal Configurator and UX design.

- Consistently achieved all project and art objectives within demanding timelines utilizing an Agile environment.
- Established an image database in PIM 0-80,000 images in one year.
- Using LiquidPixels, create all visualization for client interaction on Balfour.com, Artcarved.com

Self Employed – Austin, TX

### **Freelance Web Designer / Web Master / Graphic Artist, 2010 – Present**

Leverage expertise in Design, Marketing, Photography, HTML, and CMS to meet diverse customer needs. Complete site designs in WordPress. Main client: Nature's Treasures. Ntrocks.com

- Design all commercial ads, newsletter blasts, social media and web development/maintenance.
- Enabled effective decision making through analysis and reports on success of email marketing campaigns and site traffic.

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# Cheryl Rae

Institute for Advance Technology, University of Texas at Austin – Austin, TX

## **Webmaster / Graphic Artist / Director, 1999 – 2010**

Spearheaded design and implementation of institute’s media strategy including promotional materials, web design and presence, and digital media for international conferences. Collaborated with scientists and engineers to create technical illustrations, presentations, and posters. Worked with Events team to design and implement international conferences in a wide variety of advanced technologies: Hypervelocity Launch, Electromagnetic Launch, Hybrid Electric Vehicles – ARMY, Military Classified, Electrodyamics, Pulsed Power, and more.

- Created and maintained dynamic brand image for institute, internal, external and classified information.
- Continually explored new applications and techniques to produce innovative design ideas and remain at cutting edge of field.
- Led internal training, seminars, and coaching related to creative design, art direction, and web design.

*Additional experience as Instructional Design/ Technology Manager at Austin Community College, and Editor for school publications, Texas School for the Deaf.*

## **Educational Background**

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### **Master of Arts in Art Museum Education**

University of Texas at Austin – Austin, TX

### **Bachelor of Liberal Studies in Photocommunications**

St. Edwards University, Graduated Summa Cum Laude – Austin, TX

**Certificate in Webmaster, Design, & Media**, Austin Community College, 2009

## **Honors & Awards**

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Quarterfinalist, Screenplay Feature — The Moebius Effect – Stage 32 Scriptwriting Competition, 2018

Quarterfinalist, Telescript for CSI – Scriptapoolooza Scriptwriting Competition, 2010

Quarterfinalist, Telescript for NCIS – Writer’s Network, 2009

Honorable Mention, 77 — Annual Writer’s Digest Scriptwriting Manuscript Competition, 2008

Third Place, Writer’s League Manuscript Competition, 2004

## **Professional Affiliations**

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Board Member, Austin Chapter of Romance Writers of America (ARWA), 2012 – Present

Board Member, Volunteer Committee, Environmental Assoc. of St. Thomas & St. John, 2006 – Present

Board Member, Greener Virgin Islands, 2015 – Present