

# REBECCA RONAN

Art Director, Designer, Explorer



## CONTACT

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Portfolio <https://bit.ly/32KniVm>

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## EDUCATION

**Bachelor of Arts – University of**

**Applied Sciences, Visual Arts**

Pforzheim / Germany

09/2006 – 07/2010

**Exchange Semester – NSCAD,  
Nova Scotia College of Art & Design**

Halifax / Canada

09/2008 – 12/2008

## TOOLS

Adobe Creative Cloud

(Photoshop, InDesign, Illustrator, Xd)

Adobe Acrobat (AODA compliant files)

Microsoft Office

Powerpoint, Keynote

## SKILLS

Campaign (print, digital, social)

Branding, Corporate Identity, Design

Catalogue, Magazine

Dialogue Marketing, CRM, Mailings

Interactive, Digital, Online

Illustration, Infographics

Sales Packages, Presentations

Packaging and Problem Solving

## LANGUAGES

English, French, German

## EXPERIENCE

**Senior Designer at Mackenzie Investments** / Toronto / Canada

11/2020 – 05/2021

I translated highly technical financial concepts and content into attractive and comprehensible visuals for digital, interactive and print material (AODA compliant).

web: [mackenzieinvestments.com](http://mackenzieinvestments.com)

**Freelance Graphic Designer and Art Director** / Toronto / Canada

05/2019 – 11/2020

For various entrepreneurs and start-ups, I designed corporate identities and websites, and enhanced their social media visibility. web: [rebecca-ronan.com](http://rebecca-ronan.com)

**Intermediate Art Director at KNSK** / Hamburg / Germany

06/2016 – 03/2019

My online campaign for insurance company Signal Iduna's employee recruitment created a surge in applications and was subsequently adapted for offline channels as well in-house installations. I also conceived and created multi-channel campaigns (print, digital, social), image films, and brochures for clients such as the car rental company Europcar and the amusement park Autostadt. For the German professional soccer team Borussia Dortmund, I illustrated visuals for single and seasonal tickets. My personal highlight however, was a helicopter-shooting and tv-spot production for the gaming corporation Hamburg Lottery, which increased the reach of my campaign. web: [knsk.de](http://knsk.de)

**Designer / Client Services at CBRE Ltd.** / Toronto / Canada

11/2015 – 03/2016

During my year of work and travel in Canada, I conceived of and produced countless broker packages, flyers and infographics for the real estate giant CBRE. web: [cbre.ca](http://cbre.ca)

**Art Director at Wunderman** / Frankfurt / Germany

04/2014 – 04/2015

My major client was the automotive company Jaguar Land Rover, for whom I created numerous dialogue marketing mailings and CRM initiatives. "The Unfinished" mailing was even shortlisted for several awards. For the luxury tourism brand Airtours, I designed inspiring travel magazines and branding. web: [wunderman.de](http://wunderman.de)

**Junior Art Director at Kolle-Rebbe** / Hamburg / Germany

06/2013 – 03/2014

For the French-German TV Network ARTE, the insurance company VGH, and the European electronics retailer Expert, I elevated campaigns with out-of-home, point-of-sale, digital, and social media actions. Notably, my 2013 "Everything's good on ARTE" campaign concept continues to run to this day. Mentoring and training graphic designers and interns was also a big part of my job. web: [kolle-rebbe.de](http://kolle-rebbe.de)

**Designer / Junior Art Director at Philipp & Keuntje** / Hamburg / Germany

02/2011 – 05/2013

For the car manufacturer Audi, I successfully executed catalogues for various car models, as well as product and lifestyle catalogues like Audi Collection. For these projects, I was responsible for the entire process from concept to print, steadily elevating the brand's prestige. I also won more of their business with my Audi Welcome Package pitch. In addition to design projects, I worked on campaigns for the packaging company Tetra Pak and the tobacco brand JPS Cigarettes. web: [philippundkeuntje.de](http://philippundkeuntje.de)