

Rebecca Ronan Portfolio

LIFELONG EXPLORER

Advertising
Page 2 — 8

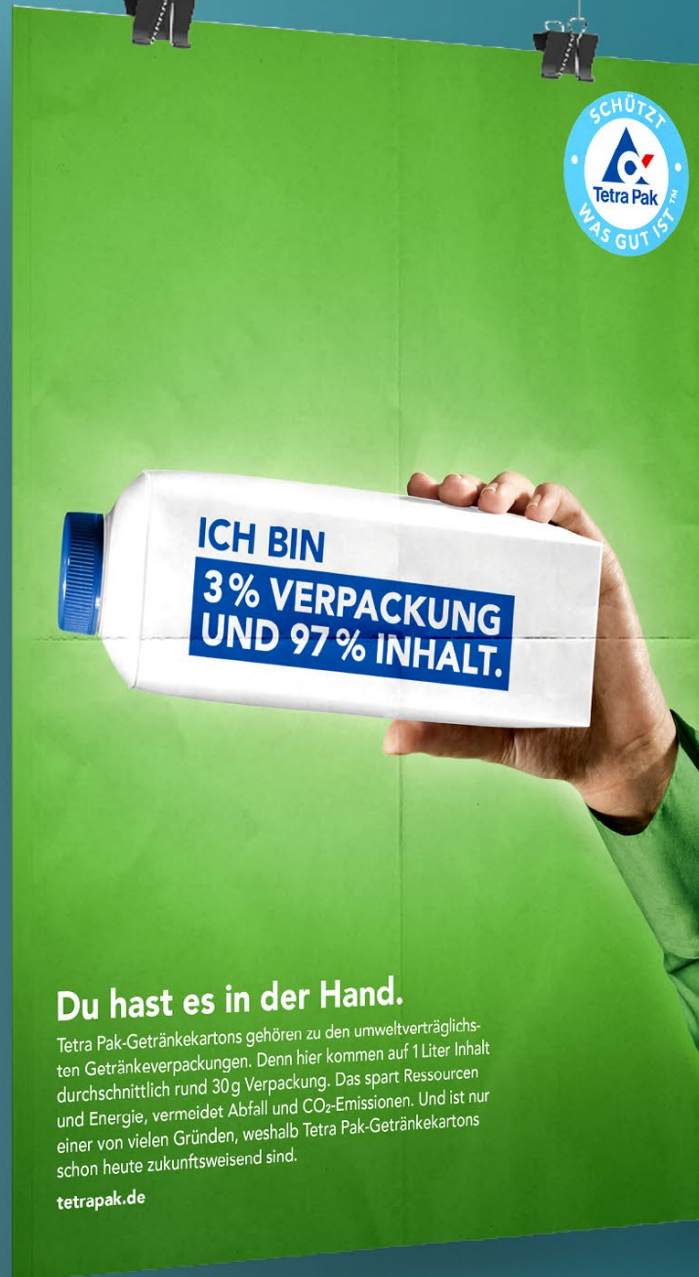
Design
9 — 16

Branding
17 — 21

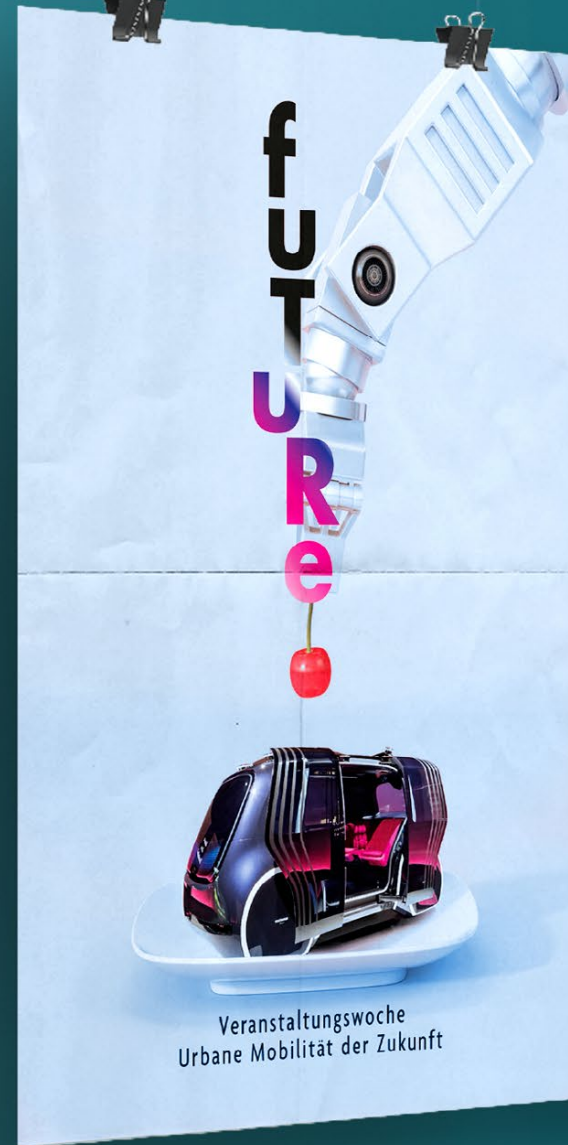
Digital
22 — 24



Tetra Pak
 "It's In Your Hands" Campaign



Autostadt Wolfsburg
 "The Future" Campaign



CAMPAIGN

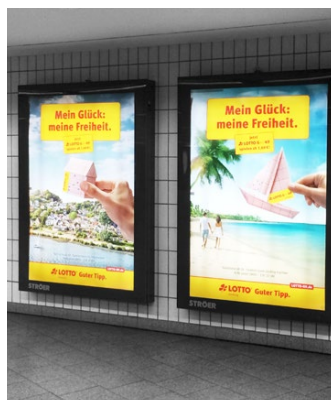


Jaguar Land Rover
 Arrival Campaign



3M Industrial
 "Problems Wanted" Campaign

I was lucky to be able to execute various campaigns, from concept to mock-up to shooting to TV spot.



HAMBURG LOTTERY

“My Happiness, My Freedom” Campaign

The idea behind the campaign was that a lottery slip can become anything you want it to be once you win – all you need to do is pick your numbers, fold the slip and dream yourself into it.

The campaign consisted of eight visuals for display ads, OOH and online purposes, as well as a pre-roll and radio spot. I was responsible for everything from concept, mock-up, and shooting to postproduction and final product. A promotional event, where people hand-folded their own dreams and were given the chance of winning them, further led to its extension onto social channels like Facebook and Instagram.



CLICK FOR MORE INFO

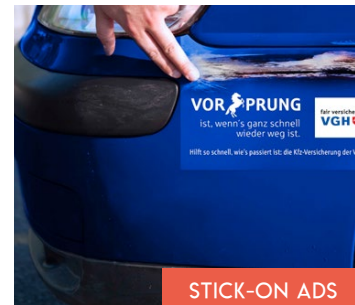
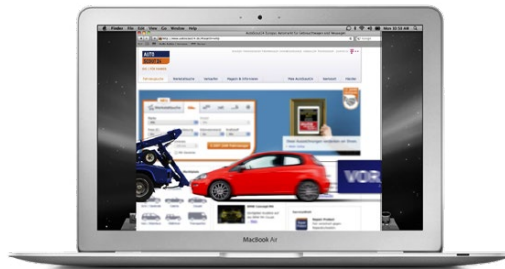


SOFTDRINK ANJOLA

“Be Like Me. Be You” Campaign

Soft drink Anjola takes pride in its unusual bottle design, which originated in 1952. In 2018, my task was to create a fresh new label design that still fits with this classic bottle shape. The cut-out look with psychedelic patterns in the background reflects Anjola's uniqueness and was so well received by the client that crate design, posters, and a website re-launch followed.

Additionally, I generated ideas for giveaways, social, events, and in-store promotion, such as the Anjola kaleidoscope packaging and the festival bike.



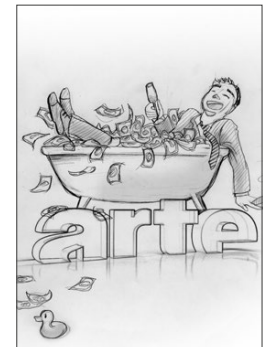
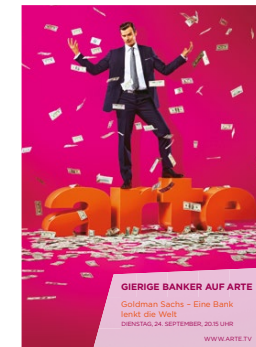
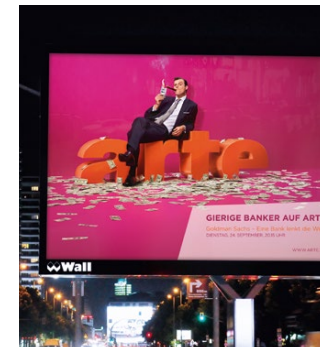
VGH INSURANCE

“Advantage Through...” Campaign

Versicherungs-Gruppe Hannover (VGH Insurance) used to include a horse, the city of Hannover's trademarked emblem, in all their advertising material. In order to move away from this restrictive component and provide more creative freedom while still paying homage to Hannover, I invented a campaign that incorporated the horse as an S-shape into the word VorSprung (Advantage).

The "Advantage through" campaign had a wide dissemination that included posters and OOH, point of sale advertising and giveaways, as well as banners and native ads. All of these emphasized the advantages that VGH clients enjoy.





TV CHANNEL ARTE

“Everything Good's on ARTE” Campaign

In 2013, my "Everything good's on ARTE" concept for French-German TV channel ARTE took the literal approach of placing all that appears on the channel atop of its 3D logo. I was responsible for the first 6 visuals for display ads and OOH. As their TV programs changed frequently and shooting schedules were tight, sketching the visuals first saved time. I am proud to say that this campaign is still ongoing.



AMUSEMENT PARK AUTOSTADT Winter Festival Campaign

For amusement park Autostadt Wolfsburg's winter festival, I depicted the park as a winter-wonderland in a snow globe for various online ads, the offline mailing "Dreaming of Christmas" and out of home solutions. The 60 ft. billboards placed at the staircases of Wolfsburg City-bound train platforms attracted the most attention and increased ticket sales.



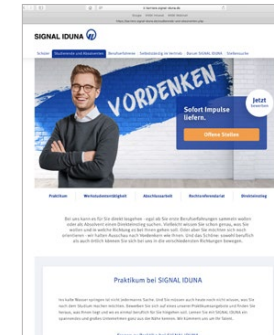
HAMBURG TRAIN STATION (REAL PICTURE TAKEN BY THE CLIENT)



[CLICK FOR MORE INFO](#)



IN-HOUSE RECRUITMENT



ONLINE RECRUITMENT

SIGNAL IDUNA INSURANCE

On and Offline Employee Recruitment Campaign

For Signal Iduna Insurance's employee recruitment campaign, I began by creating visuals for their online job portal, presenting the company as an attractive employer by portraying real satisfied employees as testimonials. The campaign consisted of 15 visuals with 20 taglines emphasizing each picture's mood, and led to a surge in applications.

Subsequently, Signal Iduna decided to set up a 3D-in-house campaign to encourage current employees to strive to reach higher positions within the company. The concepts "Career Sprint", "Climb the Ladder", and "Cut Down Obstacles" were prominently placed in all meeting areas.

Jaguar Land Rover

Land Rover "SUMMIT" & Jaguar
"MOMENTS" Client Magazines

Signal Iduna Insurance

Brochures

Autostadt Wolfsburg

Brochures

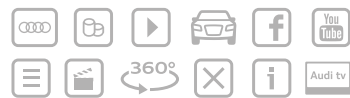
DESIGN

Airtours Travel

Catalogues

Over the last nine years I created
over forty different brochures,
catalogues, and client magazines –
ranging from 4 to 300 pages.





AUDI

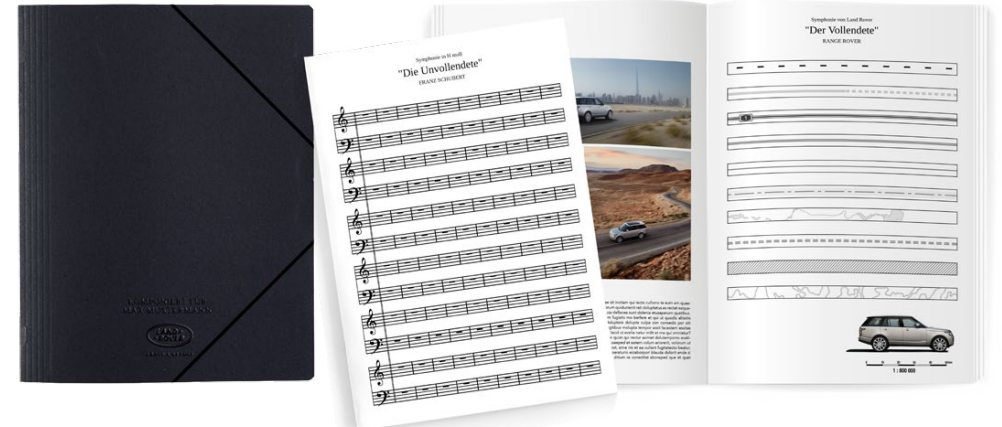
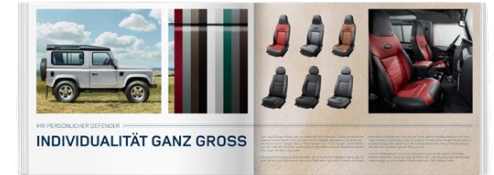
Car, Product, and Lifestyle Catalogues

For nearly three years I worked on numerous Audi projects. I executed catalogues for various car models like the A4 and A8, as well as lifestyle and product catalogues like "Audi Collection", "Audi Miniatures", and "Audi Exclusive". For many, I was responsible for the entire process from concept to print, beginning with moodboards showcasing trends in fashion, style, and architecture. For the Audi Q3 e-catalogue, I was also involved in icons and coverflow.

I enjoyed that some of these catalogues involved product, equipment, and location shootings as well as computer generated images. For Audi Collection I also directed a 3-minute showroom film in coordination with an animation agency.

//// AUDI /// Collection SHOWROOM FILM

WATCH THE SHOWROOM FILM HERE: WWW.REBECCA-RONAN.COM/AUDIDESIGN



JAGUAR LAND ROVER

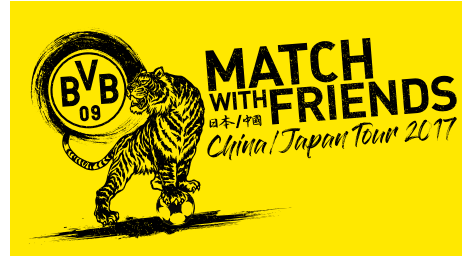
Client Communication, Mailings



I was responsible for numerous CRM mailings which incorporated the concept of adventure in various ways. Some highlights were the map-inspired "Follow the Trail" mailing for a hunting event, and the final Land Rover Defender mailing "The Legend Lives On", which customers had to open by "ripping" through the mud.

However, my favourite mailing played off of Franz Schubert's "The Unfinished" symphony, contrasting its empty musical staves to the roads travelled by Land Rover's own finished work of art, creating a symphony of its own right: "The Accomplished - music to car lovers' ears".





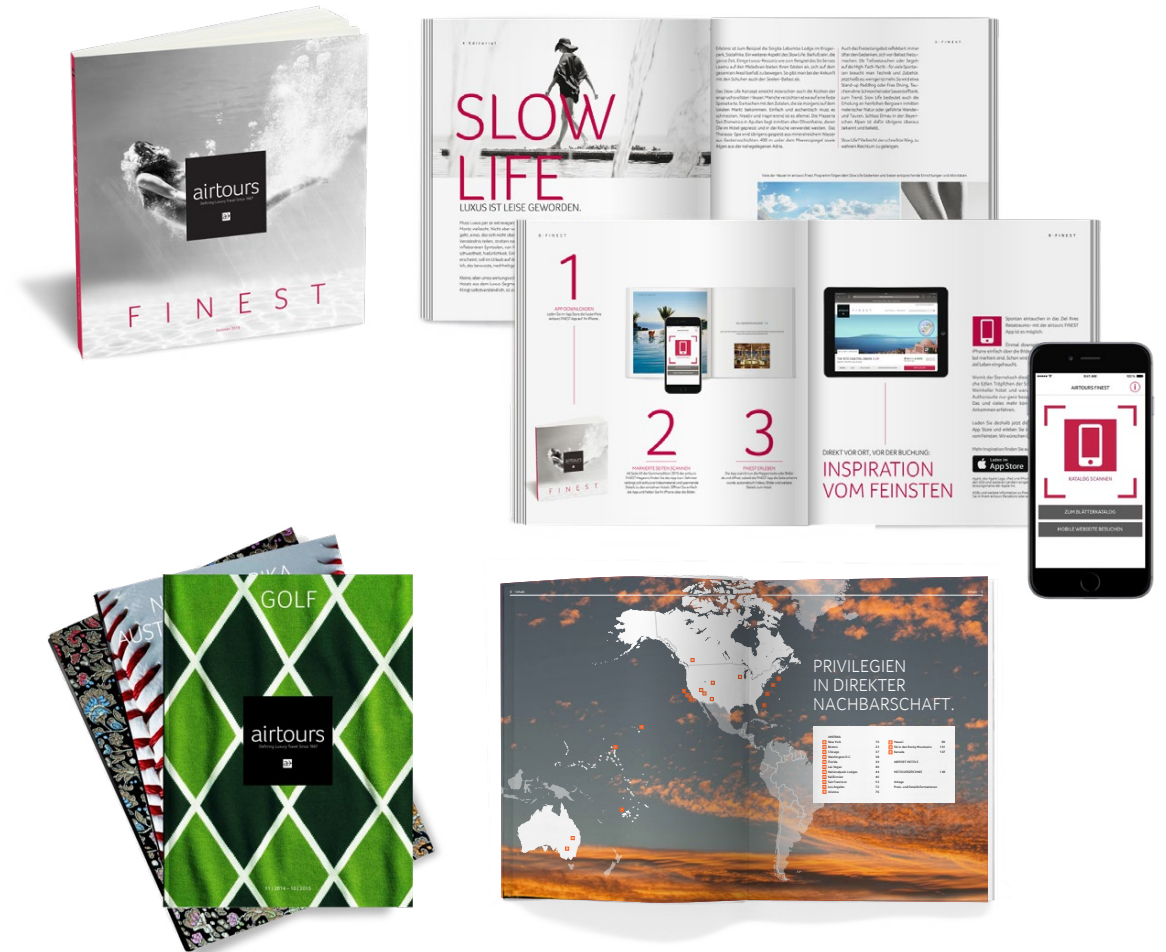
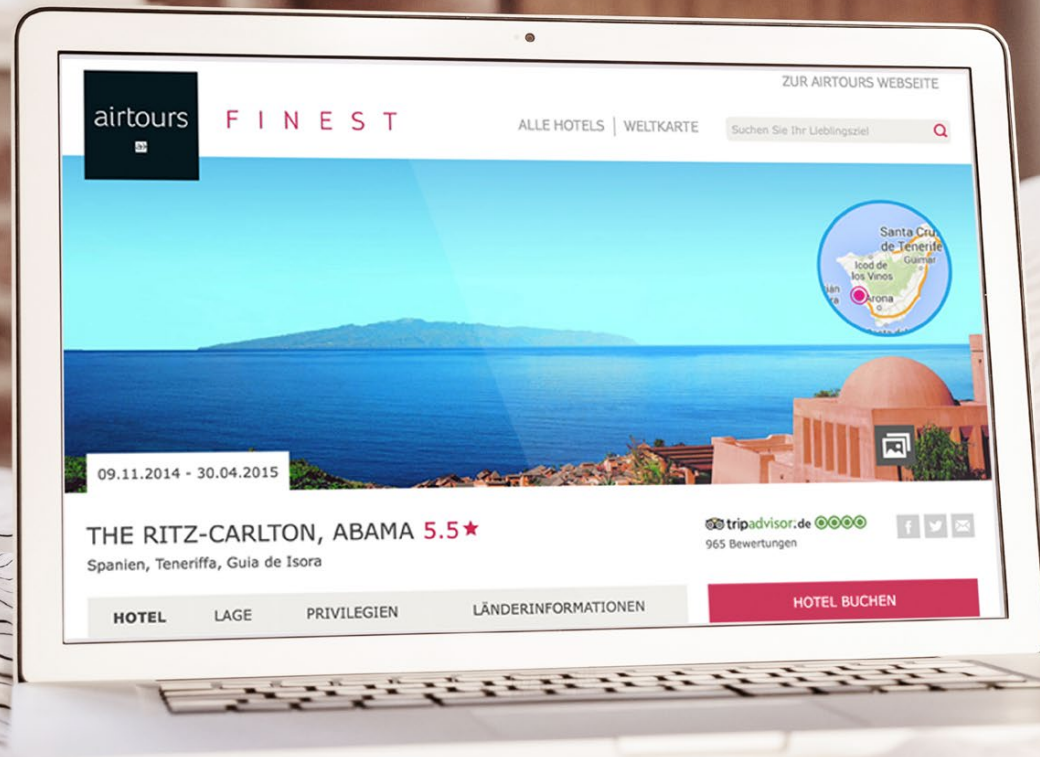
SOCCKER CLUB BORUSSIA DORTMUND

Illustrations, Posters, Tickets and Ads

For Germany's second largest soccer club, I created various visuals and posters, as well as event marketing and social ideas. The 2019 single-game tickets displayed my "We Stick Together" concept, which used my own digital illustrations and emphasized the strong and lasting bond between the team and its fans.

Recognizing that every season-ticket holder is an integral part of the Borussia family, each 2019 season-ticket displayed a line from the beloved Borussia Dortmund anthem.





AIRTOURS

Luxury Travel Catalogues

As the special edition "FINEST" catalogue needed the most progressive concept, I decided to connect the physical catalogue via a QR code to the company's app and website, where we provided short clips and more in-depth info. I was also in charge of the company's regular catalogue series.

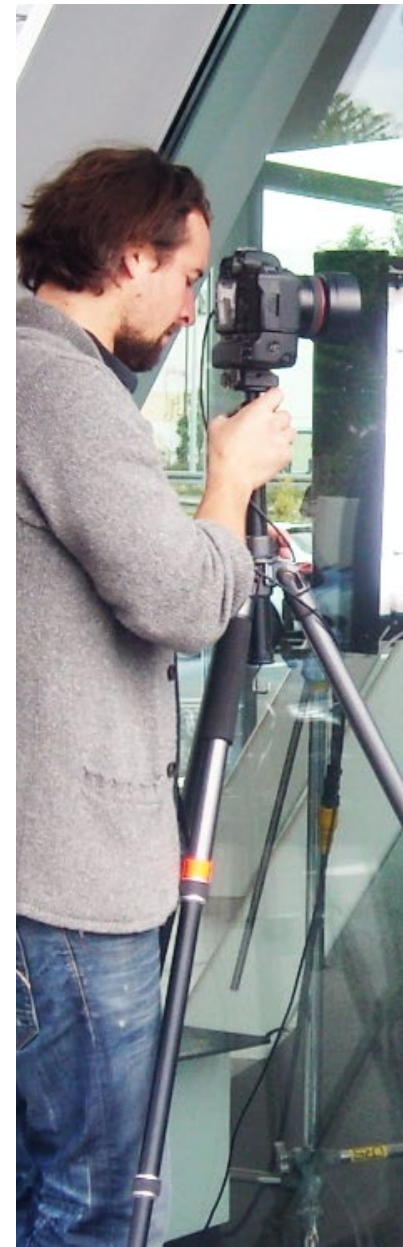
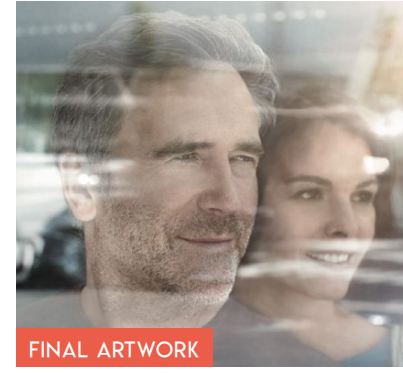
CLICK FOR MORE INFO



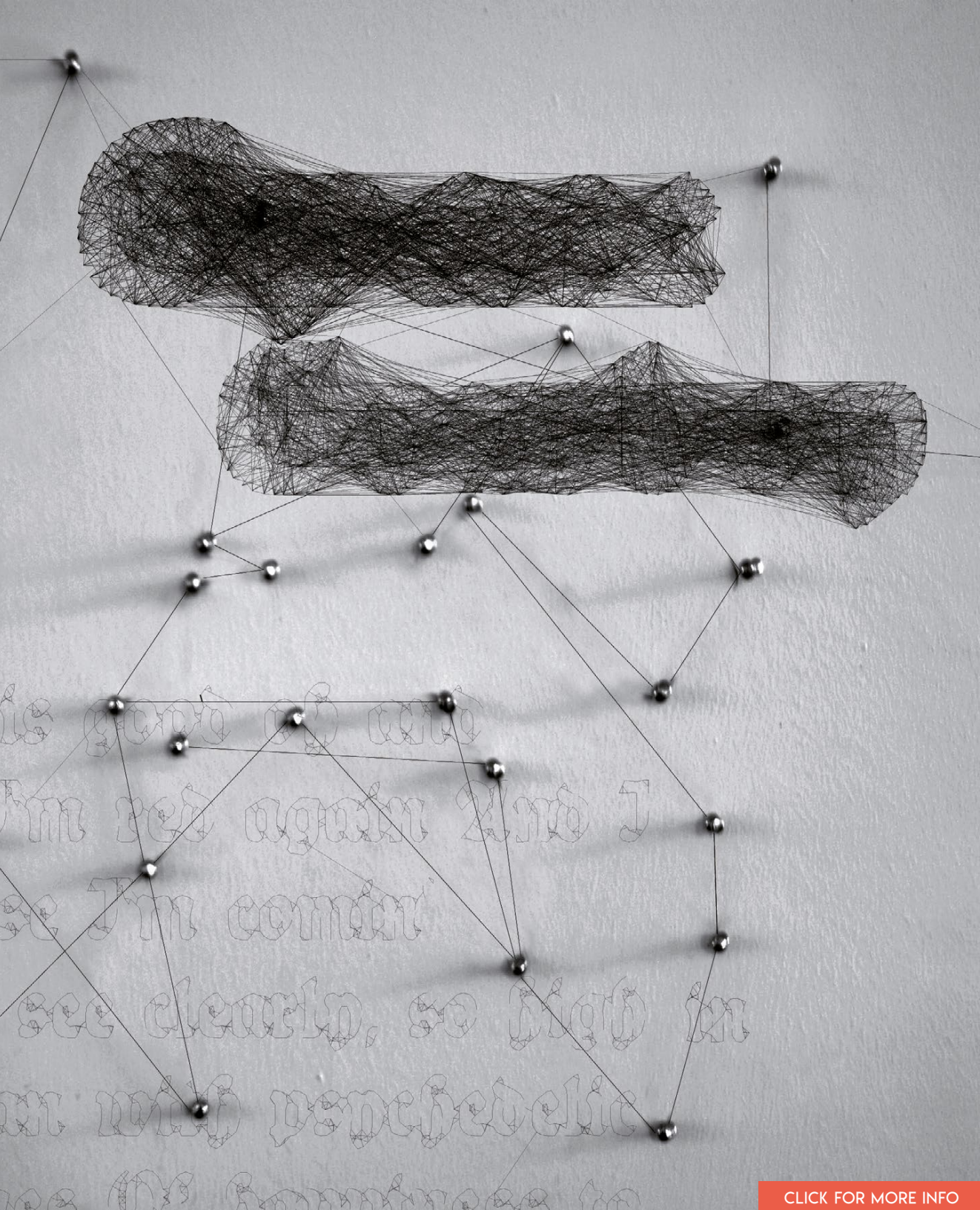
AUDI CRM

Client Communications Welcome Box and Mailings

After winning the pitch for Audi's "Customer Welcome" and "Certified Pre-owned" packages, I meticulously researched best-practices, styles, and trends before creating a sleek, impactful design that was rolled out into numerous on and offline marketing channels. I was also responsible for follow-up mailings and emails advertising occasional and seasonal upgrade options to Audi owners.



[CLICK FOR MORE INFO](#)



CLICK FOR MORE INFO

VOLCANO TYPE

CYPHERAL BY REBECCA EGGER

Half type half number
CROSS OVER
twist and turn
12345 cypheral 6789
show me your face - but which one?
count down

Font is coming soon!

sketchbook

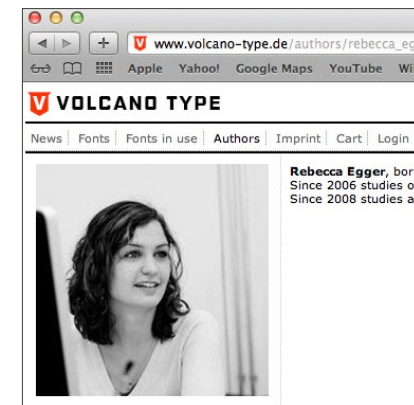
On your pencils - get set -go!

DRAWING

draw your way

my etchy scratchy heart

no need for sharpener

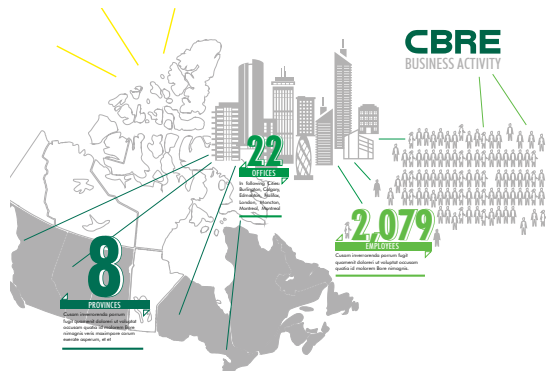
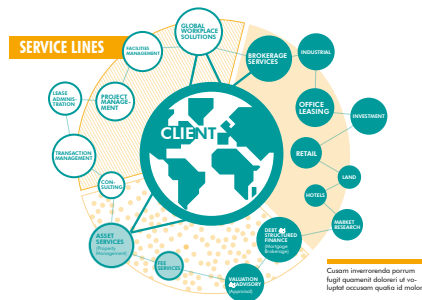
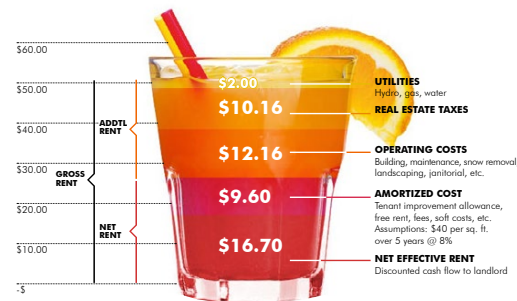
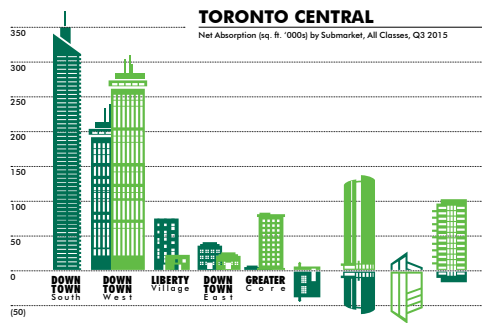


SLANTED MAGAZINE

Typography for Online and Magazine

I have a strong background in typography. Creating the fonts "B-Scratch" and "Cypheral" for volcano-type.de in 2009 gave me a deeper understanding of typefaces and how to mix and distort them in order to generate interesting results.

For the magazine Slanted's Issue 8:"2D3D.4", I expressed Jamiroquai's song "Space Cowboy" typographically, which led to an invitation to take part in the book "Sound of Fonts" by Birkhaeuser publishing.



CBRE LTD. REAL ESTATE

Design Work and Infographics

While I was working for CBRE, I created pictograms, charts, and graphs, successfully translating highly specific concepts into attractive and comprehensible visuals. My daily work also included brokers' packages and the Toronto Startup Real Estate guide.



BRANDZ

Corporate Identity, Collateral, Web

Corporate Identity, Guidelines



THERAPY PRACTITIONER

Corporate Identity, Collateral, Web

Finding a trademark for services like coaching and therapy is delicate and challenging. In this case, my client decided for a stylized pearl in a shell to adorn her stationery, homepage and social media appearance.



CLICK FOR MORE INFO



AREALEO REAL ESTATE

Corporate Identity, Collateral, Web

This corporate identity had the challenge of representing 6 different company departments under one graphical roof. Also the lion, crest animal of the province Hessen, needed to make an appearance.



CITY OF WOLFSBURG

Corporate Identity, Social, App

Apart from inventing the City of Wolfsburg's wolf logo, stationery, and collateral, I was involved in creating the city's official tourist app, working closely with a developer on user interface and icons.



CLICK FOR MORE INFO



FIZZING BATH KONFETTI



SOLAR FLOATY



CHEMICAL INDUSTRY ASSOC.

Open House Day Packaging

For the German Chemical Industry Association VCI, I created numerous giveaways and packaging for their open house day. These played with the concept of "elements" – either literally or figuratively.

DIGITAL

Autostadt Wolfsburg

Halfpage Ads

Europcar car rental

Animated Imagefilm

The Body Company fitness

www.thebodycompany.eu

Website

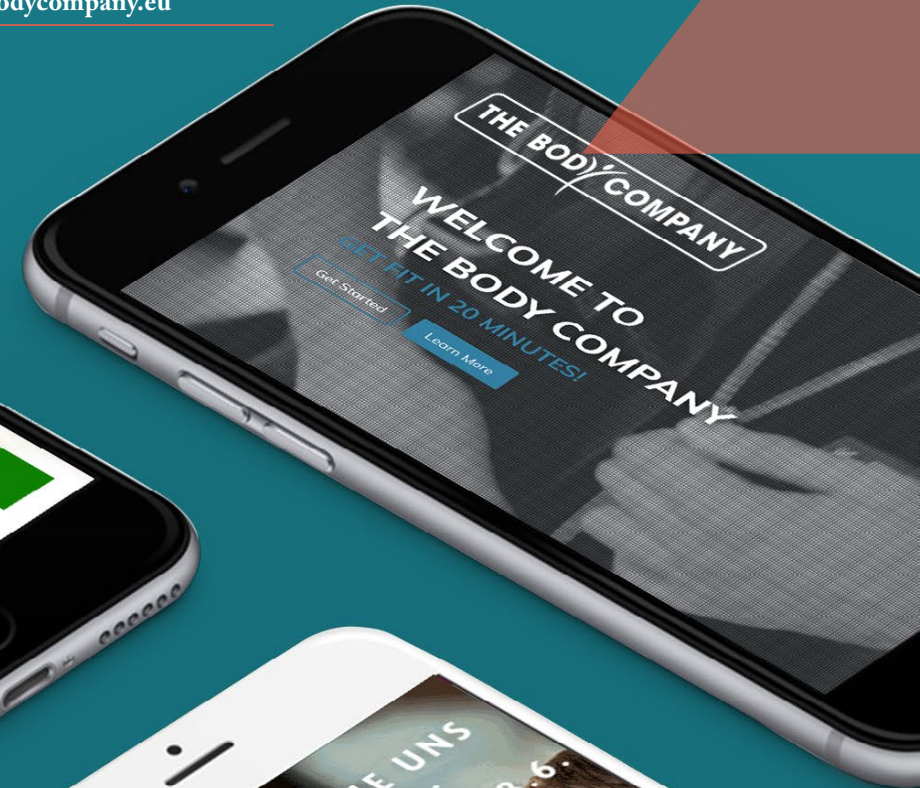
Mackenzie Investments

Banner Ads

Signal Iduna Insurance

www.karriere.signal-iduna.de

Creating and directing digital assets has always been a part of my work. Whether it's an animated or non-animated ad, pre-roll spot, video, or homepage – I stay curious about all innovations in style, content, and technology.





DESKTOP APPLICATION

VOIP COMPANY INNOVAPHONE

User Interfaces, Icons, Apps

Starting in 2008, I occasionally worked on various digital projects for Innovaphone, such as user interfaces for voice over IP telephones, icons for apps, telephones and desktop applications, as well as the company's online presence and desktop programs.

EXPERIENCE

11-2020 — Now: Senior Designer at Mackenzie Investments / Toronto / Canada

05-2019 — 11-2020: Freelancer / Toronto / Canada

06-2016 — 04-2019: Art Director at KNSK / Hamburg / Germany

10-2015 — 03-2016: Graphics/Client Services during Work and Travel 2015 at CBRE / Toronto / Canada

04-2014 — 04-2015: Art Director at Wunderman / Frankfurt / Germany

06-2013 — 03-2014: Junior Art Director at Kolle-Rebbe / Hamburg / Germany

02-2011 — 05-2013: Junior Art Director / Designer at Philipp & Keuntje / Hamburg / Germany

2009 — Design Intern at Burke&Burke / Halifax / Canada

EDUCATION

09-2006 — 07-2010: Bachelor of Arts, University of Applied Sciences Pforzheim / Germany

09-2008 — 12- 2008: Exchange semester, NSCAD Nova Scotia College of Art & Design / Halifax / Canada

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

CONTACT

Rebecca.G.Ronan@gmail.com — www.rebecca-ronan.com

BRANDS



AUTOMOTIVE – LOTTERY – TV – INSURANCE – FINANCIAL – SPORT – TECHNOLOGY
CHEMICAL INDUSTRY – REAL ESTATE – BEVERAGE – LEISURE – PACKAGING – START UP

READY FOR TAKE OFF

