

Heather Rosen

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www.thisishr.work
Los Angeles, California



Experience

- 10/2019 – PRESENT
Los Angeles, California
CRITICAL MASS — CREATIVE DIRECTOR, ACD ART
Pitched new business, lead creative concept and production oversight of digital campaigns for AT&T, and European Wax Center, managing a team of 8+.
- 01/2015 – 09/2019
Los Angeles, California
FREELANCE ACD ART DIRECTOR
Leadership, concepting, art direction, design, pitching, editing, & strategy. Clients include: R/GA, The Beverly Hills Cultural Commission, LiveNation, 72andSunny, Huge, Chandelier, Possible, Anomaly, ACE Content, 72andSunny, StandardTimeLA, BSS+P and TBWA\Chiat\Day
Longer contracts listed below.
- 04/2019 – 8/2019
Los Angeles, California
R/GA — CREATIVE DIRECTOR, DESIGN DIRECTION
Rebranded and designed social playbook for Quaker, creative direction for Western Digital + brand illustration for Cap'n Crunch. (contract)
- 06/2018 – 12/2018
Los Angeles, California
TBWA\CHIAT\DAY — SR ART DIRECTOR
Art directed produced TV, OOH, social and digital campaign for Quickbooks with Danny DeVito. (contract)
- 09/2017 – 02/2018
Torrance, California
SAATCHI & SAATCHI LA — SR CREATIVE LEAD
Art directed and designed a mobility-forward platform & campaign for Toyota + The Olympics.
- 12/2016 – 05/2017
Sunnyvale, California
APPLE — SENIOR ART DIRECTOR FOR KETTLE
Art directed digital brand campaigns, editorial content for iPad Pro, Apple Values. (contract)
- 03/2015 – 10/2015
Pasadena, California
CONSCIOUS MINDS — ASSOCIATE CREATIVE DIRECTOR
Partnered closely with Nike's global digital team and W + K Portland to produce longform social films, develop a distinct brand voice & create custom content platform for Nike Women. (contract)
- 07/2013 – 06/2014
New York, New York
360i — CREATIVE DIRECTOR
Managed a ten person creative team building digital brand experiences and innovative social content for Miracle Gro + Clinique. (contract)
- 06/2012 – 12/2014
New York, New York
VARIOUS AGENCIES — FREELANCE ART DIRECTOR
Agencies include: DDB, CHI&Partners, KBS+P, Digitas, Razorfish, Edelman, BBDO, McCann, Campfire, FCB, MTV Networks and Nickelodeon
- 05/2009 – 06/2012
*New York, New York
San Francisco, CA*
R/GA — VISUAL DESIGNER
Created and produced award-winning 360° brand campaigns and live events for Nike, Google, Walmart Tiffany & Co, Unilever, Taco Bell and MasterCard.

Education

- MIAMI AD SCHOOL, SAN FRANCISCO**
Art Direction Graduate Program
- OTIS COLLEGE OF ART & DESIGN, LOS ANGELES**
Graphic Design Certificate
- UNIVERSITY OF CALIFORNIA, BERKELEY**
B.A. Psychology, B.A. Art Practice, Cum Laude

Over the past 12 years, Heather has created award-winning work for global brands like Nike, Apple, Quickbooks, Uniqlo, Google, Ralph Lauren, Quaker, Bulleit, Tiffany & Co., Nabsico, Unilever, HBO, MasterCard, AmEx, AT&T, The North Face, Trojan, The Whitney Biennial, and Twitter as well as the U.S. Census and non-profit organizations like St. Jude Children's Hospital.

Skills

- DISCIPLINES + INTERESTS**
Immersive Events, Branding, Writing & Illustrating Children's Books, Stand-Up, Camping, Styling, Art, Swimming, Exploring Cities, Making Ketubahs.
- APPLICATIONS**
Adobe Creative Suite, After Effects, Sketch, Figma, Microsoft Suite, Slack, InVision, Google Suite

Affiliations

- COMMUNITY LEADERSHIP INSTITUTE, LA**
Track Chair, Advisory Committee (2017-PRESENT)
Program Participant (2015-2016)
- WORKING NOT WORKING** (2012-PRESENT)
Early vetted member #927
- MIAMI AD SCHOOL, BK — TEACHER** (2013-2014)
Taught digital concepting course to creatives in 360i's agency greenhouse program.
- BBQ FILMS, NY — VISUAL DIRECTOR** (2012-2015)
Conceptual set design, branding and illustration for volunteer-led production collective that creates immersive moviegoing experiences in extraordinary locations. Event proceeds benefit local arts organizations in NYC.
- HONORS / RECOGNITION**
One Show, ADDYs, Webby's, D&ADs, CMYK, Luerzer's Archive, OnTheGrid.City, Young Ones, WorkingNotWorking.com, and Creativity Online