

Hello, I'm Raquel Van Nice

ART DIRECTOR & VISUAL DESIGNER

I have a knack for making the ordinary unusual and the familiar new. Equal parts conceptual thinker and visual designer, I thrive on developing killer ideas and executing them to their full potential.

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EXPERIENCE

B&P ADVERTISING & PUBLIC RELATIONS

Las Vegas, NV

CLIENTS INCLUDED: The Cosmopolitan of Las Vegas, Southwest Medical, OptumCare, Nevada State Bank, UMC, Konami, and University of Nevada, Las Vegas.

ART DIRECTOR Mar 2018 – Feb 2020

- Employed creative development, direction, and design for a diverse client list.
- Expanded the social media department by taking the lead in creating digital content and spearheading a new online task management system for the increased workflow.

GRAPHIC DESIGNER Mar 2016 – Mar 2018

- Utilized the latest in printing techniques and materials to create visually engaging direct mail pieces for our high-end casino clients.

VIRGEN ADVERTISING

Las Vegas, NV

CLIENTS INCLUDED: Human Rights Campaign Las Vegas, Excalibur Hotel and Casino, Luxor Hotel and Casino, and UFC.

SR. GRAPHIC ARTIST Nov 2015 – Mar 2016

- Created identity and branding assets for new and existing clients.
- Directed junior and mid-level creatives.

SK+G ADVERTISING

Las Vegas, NV

CLIENTS INCLUDED: Aria Resort and Casino, Mount Airy Casino Resort, Borgata Hotel Casino & Spa, Vdara Hotel and Spa, and Mandarin Oriental Las Vegas.

JR. ART DIRECTOR Nov 2012 – May 2015

- Conceptualized and pitched new ad campaigns for existing and potential clients.
- Directed photo and video shoots.

EDUCATION

ACADEMY OF ART UNIVERSITY

Graduated May 2012 | GPA: 3.56

MFA • Advertising: Art Direction

UNIVERSITY OF CALIFORNIA, BERKELEY

Graduated May 2006 | GPA 3.4

BFA • Double majored in Art Practice & Mass Communications

SKILLS

INDESIGN

PHOTOSHOP

ILLUSTRATOR

AFTER EFFECTS

MICROSOFT WORKS

PROCREATE

INDUSTRY KNOWLEDGE

Concept Development

Advertising Campaigns

Brand Identity

Logo Design

Illustration

Comprehensive Layouts

Social Media

Digital Design

Out of Home

Layout Design

Direct Mail

Typography

Creative Direction

Photo Retouching

Digital Photography

Still and Video Production

AWARDS

2018 Gold ADDY (AAF Las Vegas Chapter)
in Print and Magazine Advertising

2018 Bronze ADDY (AAF Las Vegas Chapter)
in Out of Home: Installations

2018 Bronze ADDY (AAF Las Vegas Chapter)
in Print and Magazine Advertising