

VICKY FRENKEL STUDIO

816.507.6148
vfrenkel@kc.rr.com
www.vickyfrenkel.com

VICKY FRENKEL

ART DIRECTOR | DESIGNER | PRODUCER

Profile:

Seasoned and highly skilled art director, designer and producer in the Advertising and Publishing industry. Expertise includes art direction, design, marketing, brand management, product development, and photo/video production. Exceptional technical qualifications with an innate sense of creativity and strong communication skills in a multi-team environment.

Education:

University of Kansas: School of Journalism: BSJ

Major: Advertising, Minor: Russian (1991)

New York University, Tisch School of the Arts

Film Production Summer Program

Disciplines:

- Art Direction
- Graphic Design
- Web Design & Interactive
- Photo & Video Production
- Social Media
- Event Planning
- Photo Prop Styling
- Location Scouting
- Casting

Software Expertise: Mac & Windows Based:

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Muse, Acrobat)

Microsoft Word, Excel, PowerPoint

Bluebeam

Some Flash and html

Languages:

English, Russian, some French

Professional Creative Organizations:

AAF

AIGA

Community Involvement & Board Positions:

AAF

BNI

MS Society

MOCSA

Owen Cox Dance

Keypath Education was Plattform Advertising: 2016 - Present

Senior Art Director

Art direct, design and implement creative solutions for all digital, interactive, online and video material for a variety of national educational clients. Clients include: Post University, Baker College, Johnson & Wales, Keiser University, etc.

Black & Veatch: 2014 - 2016

Senior Graphic Designer

Developed visual solutions for a variety of print, pop and digital projects while maintaining brand guidelines through strong visual identity for an internationally recognized engineering firm.

Vicky Frenkel Studio: 2008 - 2014

Creative Director

Specializing in art direction, graphic design, publishing, marketing, brand development and production for local companies and national organizations.

Clients include: Simon & Schuster, Hallmark Cards, Bernstein-Rein, Husch Blackwell, Grantham University, Burns & McDonnell, Lee Jeans, Barkley, VML, Applebee's, Houlihan's, Popeyes, Gear for Sports and Peruvian Connection. ADDY Award Winner.

Kenny Johnson Photography: 2001 - 2008

Producer, Creative Director, Photo Editor, Studio Manager, and Artist Rep

Oversaw day-to-day creative direction, visual execution, operations and business development for a premier commercial photographer. Clients include: Applebee's, Sprint, Colgate, McDonald's, Embassy Suites, Lee Jeans, Hallmark Cards, HNTB, The Buckle, IBM, Wal-Mart, American Century Investments, Cerner Corporation, Bayer Corporation, Anheuser-Busch and Radio Shack as well as numerous magazine groups. ADDY Award Winner.

Hallmark Cards, Inc.: 1997 - 2001

Art Director/Designer

Art Director, designer and line planner for greeting card and stationary product. Strategized, conceptualized, and designed entire lines of greeting cards for specific seasons and promotions with a focus on consumer, marketplace and cost management.

Andrews McMeel Universal: 1993 - 1997

Art Director/Designer

Designed, art directed, produced and coordinated in-house and licensed gift and stationary products as well as in-store design. Worked with various clients including Far Side, Frasier, Friends, Saturday Night Live and Comedy Central. Louie Award Winner.

Bagel & Bagel Inc. (Now Einstein Brothers Inc.): 1991 - 1993

Assistant Art Director/Advertising Coordinator

Responsible for design, production and coordination of all promotional and advertising materials, product design and media placement for the brand. Assisted in opening several franchise locations.