

VICKY FRENKEL STUDIO

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VICKY FRENKEL

SR. ART DIRECTOR | SR. DESIGNER | SR. PRODUCER

Profile:

Seasoned senior art director, designer and producer in the Advertising and Publishing industry with 20+ years of experience. 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

New York University, Tisch School of the Arts

Film Production Summer Program

Areas of Expertise:

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

Technical Summary: Mac Based:

- Adobe Creative Suite
- Adobe Express, Firefly
- Sketch/Figma/Invision
- Microsoft Word, Excel, PowerPoint
- Google Slides
- Canva
- Jira, Workfront, Monday.com, Workamajig, Basecamp, Asana, Slack

Professional Creative Memberships:

AAF
AIGA

Community Involvement & Board Positions:

AAF
MOCSA
Quixotic
ASMP

Professional Experience:

Creative Circle | Art Director/Graphic & Digital Designer/Producer | 2017 - Present
Working with CC offices across the country for national companies in all channels and mediums for creative development and execution. Clients include: Ametek, Anthem, Bright Health, Community Care Health Centers, Corporate Visions, CrisisGo, Drug Free Sports Int., MIT, HeyDude, Pink Zebra, Pivottree, Princess House, The Mission Continues, Uniform Advantage, Verato, Viewpoint Creative and Washington University.

Vicky Frenkel Studio | Creative Director | 2008 - Present

Specializing in art direction, graphic/web design, publishing, marketing, brand development, and production for local companies and national organizations. Brand experience includes: Applebee's, Burns & McDonnell, Crux, Creative One, Hallmark Cards, Houlihan's, Husch Blackwell, Inquest Marketing, Lee Jeans, Lockton, MMGY, Popeyes, Simon & Schuster, VML, VPR Creative, and Watco. ADDY Award Winner.

Lockton/LocktonRe | Senior Brand Designer | 2020 -2022

Design compelling communication through Lockton Brand Standards to national and international internal and external partners. Projects include presentations, RFP's, marketing materials, social and digital graphics and video.

SelectQuote | Senior Brand and Digital Designer | 2017 - 2018

Deliver a compelling customer experience through design, innovation and creativity to a wide variety of advertising and marketing communications solutions for customer acquisition and sales. Implement and grow the brand for America's #1 independent, term-life, senior, auto and home insurance agency.

Keypath Education | Senior Art Director | 2016 - 2017

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

Black & Veatch | Senior Graphic Designer | 2014 - 2016

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

Kenny Johnson Photography

Producer, Creative Director, Photo Editor, Studio Manager, and Artist Rep | 2001 - 2014

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

Hallmark Cards, Inc. | Art Director/Designer | 1997-2001

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 | Art Director/Designer | 1992-1997

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.