

Renée di Cherri

Art Direction, Product Marketing, Content
Production

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SUMMARY

Over 10 years of illustration, art direction, and product marketing with specialized focus in digital art across design, illustration and 3D applications.

WORK EXPERIENCE

Oct 2017 – **Sr Product Marketing Manager | Adobe**

www.adobe.com

Now

- Launched Adobe Fresco 1.0 on iOS & Windows, driving decision making with product and senior leadership
- Art directed illustrations for Adobe.com, App Stores, in-app messaging, social content and community campaigns
- Partnered with cross-functional teams for aligned strategy, global marketing, go-to-market, and brand positioning
- Planned resources and yearly budgeting for marketing content, events, paid media, and promotional merchandise
- Adobe MAX Track manager for Drawing & Painting, developing content with average viewer rating 4.7 out of 5
- Experienced public speaker: Livestreaming guest for Adobe Live, SXSW, Lightbox Expo and LinkedIn Learning Course author

Mar 2017 – **Sketchbook Community Manager | Autodesk**

www.autodesk.com

Feb 2013

- Produced illustration content for SketchBook's social media including final hero assets, brushes, and tutorial content
- Sourced artwork externally from vendors and freelance artists with an eye for style diversity, visual quality & industry trends
- Collaborated across product marketing, PR, and EDU teams to drive meetings, social media strategy and programs
- Assisted in strategic partnerships with external companies including Apple, Microsoft, Wacom, and DeviantART
- Self-produced video interviews with industry artists

Feb 2013 – **Multimedia Production Artist | Autodesk**

www.autodesk.com

Nov 2010

- Executed video and photography projects, pitched scripts and storyboards for internal and external communications
- Managed external vendors, schedules, and deliverables ensuring brand standards for copy and visuals
- Motion design and animation for titles and interstitials
- Managed full-time video studio for internal use

SKILLS

Art Direction
Content production
Product marketing
Public speaking
Graphic design
Illustration
Video editing
3D Modeling
Positioning
Copywriting

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere
Apple Keynote Microsoft
Office Airtable, Jira,
Trello

EDUCATION

Ex'pression College for
Digital Arts, Bachelor's
of Applied Science:
Animation & Visual Effects
Valedictorian with Honors