

Renée di Cherri

Senior Communication Designer & Artist

6363 Christie Ave Emeryville CA

reneedicherri@gmail.com

reneedicherri.com

415.671.5815

SUMMARY

A sunny senior level creative with a passion for space science and earth science, 13 years of technical competence producing beautiful digital communications with graphic design, video, and 3D, honed through product marketing prowess to create compelling stories. Volunteers as speaker for educational webinars on Schoolism.com, and as Field Attendant managing multi-million dollar historical cars for the Pebble Beach Concours d'Elegance.

WORK EXPERIENCE

Freelance Communication Design & Speaking - 40h/week

- Current*
- Developing communications, IP exploration, social video, public speaking and learn content for MightyDynamo, Adobe, San Jose Library, et al

Senior Product Marketing Manager | Adobe - 40h/week

- Oct 2017-
Feb 2023*
- Launched creative app Adobe Fresco as marketing lead, driving monthly product launches, partnering with engineering and senior leadership
 - Developed weekly graphic, video, and written web content across blogs, social media, and adobe.com that increased user engagement 10% YoY
 - Created on brand style guides, led editorial reviews, and usability research driving customer advocacy councils that improved Photoshop use by 15%
 - Directed and budgeted large event experiences including self-designed event materials such as booth layouts, signs, giveaway items, and posters
 - Experienced and charming public speaker with teaching skills: Adobe Live, SXSW, LightBox Expo, Adobe MAX and LinkedIn Learning instructor

Sketchbook Community Manager | Autodesk - 40h/week

- Feb 2013 -
Mar 2017*
- Served as knowledgeable Pier 9 VIP tour guide for dignitaries such as Syd Mead, giving detailed technical information about machines with accuracy
 - Sole video creator including camera, editing, sound design VFX, and studio lighting for speaker interviews that grew Youtube channel by 40%
 - Developed outreach program to expand opportunities with artists, vendors, and partner companies including Apple, Microsoft, Wacom
 - Produced precise technical writing, articles, and video content using screencapture and motion graphics software for educational purposes
 - Art directed outsourced content from vendors and freelance artists with an attention to detail, brand guidelines, and social media design trends

Multimedia Communications Designer | Autodesk - 40h/week

- Nov 2010 -
Feb 2013*
- Executed video and photography projects as lead for executive staff, produced scripts, storyboards, and refined internal communications
 - Managed external vendors, schedules, and portfolio assets ensuring correct implementation with technical competence and specifications
 - Experience with content management system for video assets, graphic designs, brand style guides, brand guidelines, and marketing graphics
 - Created 3D artwork using generalist skill set, developed motion design, typography animation for titles, interstitial slides, emails and infographics
 - In-house experience managing full-time photo and video studio

SKILLS

3D art
Art Direction
Creative direction
Creative design
Copywriting
Digital production
Events
Graphic design
Illustration
Project management
Presentations
Public Speaking
Research
Social Media
Technical writing
Visual storytelling
Video editing

TOOLS

Autodesk Maya
Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Powerpoint
Squarespace
Wordpress

EDUCATION

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