

# Renée di Cherri

Senior Marketing Artist & Creative Producer

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## SUMMARY

A sunny personality with 13 years of app marketing and content production experience across 2D, 3D, static and video, honed through product marketing to create exceptional assets that motivate targeted audiences.

## WORK EXPERIENCE

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

Feb 2023 [www.adobe.com](http://www.adobe.com)

- Launched Adobe Fresco 1.0 on iPad, iOS & Windows, driving strategy with product, engineering, design, and senior leadership
- Art directed and A/B tested static content to target engagement for App Stores, in-app messaging, Adobe.com and Social Media
- Aligned and collaborated with cross-functional teams, multi-tasking to meet shifting deadlines, managing & applying stakeholder input
- Facilitated quantitative and qualitative research as sole driver and with external vendors, and customer advocacy groups
- Experienced and charming public speaker: speaker for Adobe MAX, SXSW, Lightbox Expo and LinkedIn Learning author
- Created illustrations, style guides, motion graphics, and graphic designs with a keen eye for colors, composition and typography

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

Feb 2013 [www.autodesk.com](http://www.autodesk.com)

- Collaborated across product marketing, PR, and EDU teams to create unique positioning, social strategy & community programs
- Assisted in strategic partnerships with external companies including Apple, Microsoft, Wacom, and DeviantART
- Produced and managed static and video content for SketchBook's socials across Facebook, Twitter, Instagram and the blog
- Sole video producer of speaker interviews with top industry artists, incorporating key marketing strategy points through storytelling
- Art directed outsourced content from vendors and freelance artists with an eye for style consistency, visual quality & industry trends

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

Nov 2010 [www.autodesk.com](http://www.autodesk.com)

- Executed video and photography projects as lead for executive staff, produced scripts for internal and external communications
- Managed external vendors, schedules, and deliverables ensuring correct implementation and technical specifications for visuals
- Created 3D artwork using generalist skill set, motion design and animation for titles, interstitial slides, and presentations
- Prioritized and managed full-time video studio for internal use

## SKILLS

Visual storytelling  
Art direction  
Data-driven decisions  
Content production  
3D design  
Graphic design  
Videography  
Microcopy  
Art direction  
Public Speaking

## TOOLS

Autodesk Maya  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere  
Adobe After Effects  
Apple Keynote  
Blender  
Cinema4D  
Unity

## EDUCATION

Ex'pression College for  
Digital Arts, Bachelor's  
of Applied Science:

**Animation & Visual Effects**

*Valedictorian with Honors*