

Denise Rainey

ART DIRECTOR | DESIGNER | EDITOR

SAN MARCOS, CA
949.395.7820
DENISELRRAINEY@GMAIL.COM
DENISERAINNEY.COM

EXPERIENCE

NVS | Irvine, CA — *Marketing Coordinator*

AUGUST 2017 - MARCH 2020

NV5 is a national provider of professional and technical engineering. As the Irvine office's lead marketing coordinator (and acting marketing manager), my role was to produce large proposals using InDesign to procure multi-million public works projects for our office's engineering staff. My responsibilities included: writing marketing materials; editing engineer's technical reports for grammar and understanding; updating staff resumes and project write-ups; creating infographics; working with other offices and firms on collaborative proposals; conceptualizing and designing a general first-impression marketing brochure; improving the corporate InDesign templates; creating PowerPoint presentations; and managing the production calendar and workload for the marketing department.

OC Family | Orange County, CA — *Creative Director*

FEBRUARY 2015 - AUGUST 2017

As part of the *Orange County Register* and Southern California News Group portfolio, *OC Family* magazine is a regional publication with a focus on parenting, education and health in Orange County. As Creative Director, my role was to visually tell our stories with impact through design, photography and illustration. My responsibilities included: conceptualizing, organizing and art directing all photo shoots; designing all editorial pages; hiring of freelance photographers and illustrators as needed; collaborating with editors and writers (staff and freelance); creating the overall visual look and brand with typography, color and art styles; managing social media on Facebook, Instagram and Pinterest; managing online content and curating OC Family landing page; project managing each monthly production cycle; editing stories for content and AP style; writing headlines and trimming stories to fit space; authoring a monthly craft column; managing InDesign templates and workflow; editing photos for print and online; and working with the advertisement department on monthly layout and book size.

After leaving the magazine as its full-time creative director in August 2017, I continued to be involved with its publication through my role as its freelance Assignment Editor. In this position, I conceptualized each monthly issue and generated story ideas by working with the Editor and an array of freelance writers at the beginning of the production cycle. Due to Covid-19, the magazine stopped production in June 2020.

SOFTWARE

Adobe Creative Suite
(InDesign, Photoshop,
Illustrator, Acrobat Pro),
CCI and Layout Champ,
Microsoft Office,
Google Applications, Slack

EXPERTISE

Art Direction
Publication Design
Project Management

SKILLS

Visual Storytelling
Photo Research + Editing
Writing + Editing
Social Media

AWARDS

Maggies

First place, Best Cover, 2016,
Western Publishing Assoc.

First place, Best Special
Interest Magazine, 2016,
Western Publication Assoc.

OC Press Club Awards

First place, Best Cover, 2015

Third place, Best Cover, 2016

Third place, Best Cover, 2017

YEARS OF EXPERIENCE

20

EDUCATION

B.A. Communications,
Cal State Fullerton

Orange County Register | Santa Ana, CA — Designer

NOVEMBER 2012 - AUGUST 2017

As the leading news source in Orange County, the *Orange County Register* offers its readers news and insights from multiple desks including News, Business, Features and Sports. As my role as a Designer, I worked on multiple design projects including launching its weekly Fashion standalone section and designing its daily social Eye on OC page, Business and Features sections and Local News covers. As part of my design responsibilities, I orchestrated brainstorming sessions with editors, writers, photographers, graphic artists and other designers to craft eye-catching packages for print and online.

Creative Circle | Irvine, CA — Recruiter

APRIL 2012 - NOVEMBER 2012

Focusing on helping companies fill their creative roles, Creative Circle is a national staffing firm with a stronghold in Southern California. As a recruiter, my responsibilities included: recruiting 10 to 15 creative-industry candidates each week; performing portfolio review, resume critique and interview coaching; and matching candidates to job orders within 48 hours.

Variety | Los Angeles, CA — Features Designer

SEPTEMBER 2006 - APRIL 2012

As the entertainment industry's premiere trade publication, *Variety* reports on the business side of Hollywood. As the lead Features Designer for six years, my role was to design the magazine's highest priority editorial packages. My responsibilities included: designing multi-page Features sections and organizing photo shoots; conceptualizing and executing art ideas; performing art research, editing photos and preparing files for printer; maintaining department production calendar and workflow; overseeing other designer's work and schedules; maintaining InDesign templates; and copy editing stories and proofreading pages.

The Press-Enterprise | Riverside, CA — Page Designer

SEPTEMBER 2004 - SEPTEMBER 2006

As the leading Inland Empire newspaper, The Press-Enterprise covers San Bernardino and Riverside counties. As a Page Designer, my responsibilities included: designing front section covers for both the News and Features departments; conducting art research, working with staff photographers, and executing conceptual art; and organizing and art directing photo shoots.