Candice Rhea

Strategic Designer

What I'm About

I am a Portland based creative, specialising in creative direction, UX/UI and content strategy.

My foundation of creative skill and intuition guide me in creating bold visual experiences.

Experience

Studio Chulo
FREELANCE CREATIVE STRATEGIST

Sourced new clients, managed client accounts, worked with clients to define briefs, and executed design solutions including interactive user experiences, strategic website design, branding solutions, packaging solutions and cohesive brand content.

2017 - 2021

Mincer Creative Agency
FOUNDER & CREATIVE DIRECTOR

Sourced new clients, managed CRM database, worked with clients to define briefs, delegated design tasks to outsourced creatives and promoted business via social media to generate leads and maximize brand identity.

Wahoo moment: Closed over $75,000 in new sales in first year of operation by establishing goals, maintaining steady performance and seeking new clients.

2016 - 2019

UX/UI Highlights

UI/UX Design
CENTRE FOR PROJECTION ART
2018

UI/UX Design & App Design
GERTRUDE STREET PROJECTION CENTRE
2019

Skills

- Graphic Design ●●●●●
- Illustration ●●●○○
- Strategy ●●●●●
- UX/UI ●●●●●
- Love of Color ●●●●●●●●●●

Education

BA Communication Design
BILLY BLUE COLLEGE OF DESIGN
2016- 2018

Diploma Graphic Design
TRACTOR DESIGN SCHOOL
2015

Curation

The Cutaway Project
ASSISTANT ART DIRECTOR

Collaborated with the Art Director and a team of creatives to implement an artistic projection display using 10 simultaneous projections across the exterior of 5 floor building for Melbourne's White Night Festival, 2019. The project saw an audience of 713,000 people. I was primarily responsible for the development of artistic visuals using Adobe After Effects and Adobe Premiere Pro while working within defined technical constraints.

2019

Accolades

Honorable Mention
THINK EDUCATION ACADEMIC INTEGRITY COMPETITION
2018

Featured Project
INTRO DESIGN GRADUATE EXHIBITION
2017

Emerging Talent
TRACTOR DESIGN SCHOOL AWARDS
2015

People's Choice
TRACTOR DESIGN SCHOOL COMPETITION
2015

References

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