



NINA J REICHENBERG

Art Direction & Animation



HELLO!

As a strong multi-disciplinary creative, I bring a balance of digital skills, art direction and storytelling. Every project or brief has a personality, a plot line. It's my passion to identify it, visualize it, bring it to life, and share it. I specialize in animation, design, motion graphics, branding, and digital content.



CONNECT



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New York | London



EDUCATION

2010 - 2014

SYRACUSE UNIVERSITY

Computer Art & Animation, BFA



WHAT I DO

Art Direction	●	●	●	●	●
Animation	●	●	●	●	
Motion Graphics	●	●	●	●	
Graphic Design	●	●	●	●	●
Sound Editing	●	●	●		
UI/UX Design	●	●	●	●	



HOW I DO IT

Adobe Illustrator	●	●	●	●	●
Adobe Photoshop	●	●	●	●	
Adobe After Effects	●	●	●	●	
Adobe InDesign	●	●	●	●	
Adobe Premiere Pro	●	●	●		
Sketch	●	●	●	●	



EXPERIENCE

SEPT 2016 - PRESENT

ART DIRECTOR

DigitasLBi, New York

Currently working as one of the lead designers on the new branding and design of Accenture.com in addition to assisting and designing banner ads, originating iconography and design for Accenture case studies. Accounts have included: American Express, Comcast Xfinity, Accenture, Time INC.

JUN 2014 - SEPT 2016

ASSOCIATE ART DIRECTOR

DigitasLBi, New York

Assisted and originated art direction, digital design, and animation for social media, media campaigns, advanced web design, iconography, online display, and branding. Accounts include: American Express, Comcast Xfinity, Accenture, Crown Royal, Time INC. After only 3 months at Digitas, my type lockup and logo were chosen to represent the social media campaign, Amex Everyday Genius. I designed and crafted a custom iconography set of over 40 icons that were later animated and went live. Art directed, styled, and shot Crown Royal social media posts, and led design team and motion graphics design on an Accenture case study project despite my title as associate, as my supervisor felt me ready for the task.

JUN - AUG 2013

ART DIRECTION INTERN

DigitasLBi, New York

Directly assisted senior creatives in conceptualizing and designing advertising, brand awareness, e-mail and online banner layouts, poster designs, graphic design, art direction, design editing and copy editing. Accounts included American Express and Aetna.