

# felicia jade rein

www.feliciarein.com

## experience

2017 - Current

### Freelance | Art Direction / Stop Motion / Fabrication / Etc.

Vogue : Saks Fifth Avenue - Art Director / Stop Motion / Video Editor  
RCA Records : Red Hearse - Art Director / Stop Motion / Video Editor  
ABC's The Rookie - Assistant Art Director / Fabricator

The Big Tiny Food Face Off - Series - Producer / Fabricator

Netflix - Nailed It / Original Movies - Art Director / Motion Graphics

Universal Studios Parks - Art Director / Motion Graphics

Nickelodeon : **Toymation Channel** - Production Designer / Fabricator

A24 Films - Upcoming Feature - Miniature Specialist

Marvel : Ant-Man and The Wasp - Art Director / Fabricator

Disney : Oh My Disney! - Art Director / Fabricator

Screen Novelties : **Spongebob Squarepants** - Fabricator

New York Times / Exxon - Fabricator

Barbie : Barbie Dreamhouse - Art Director / Fabricator

Mattel : American Girl Doll - Fabricator / Set Dresser

Impossible Burger - Fabricator

Aardman Nathan Love : **Sprout TV / Panera** - Fabricator

ABC : **Speechless** - Fabricator

SnapStar : **Doll Collection** - Art Director / Stop Motion

Overheard LA : **book promotion** - Art Director / Photo Retoucher

adidas : **Falcon; Kylie Jenner sneaker - pop-up** - Set Dresser

Tastemade Home - Art Director / Stop Motion / Video Editor

Secret Crush Toys - Art Director / Fabricator

Ipsos : **Market research** - Art Director / Stop Motion / Video Editor

Paw Patrol - **Toy Division** - Fabricator

My Little Pony - **Toy Division** - Fabricator

Disney : **Frozen II Toy Division** - Fabricator

"Lucy" : **Short Film** - Fabricator

Intel - **Athena Campaign** - Prop Master / Set Dresser

NASA - **Hulu Partnership** - Art Director / Stop Motion / Video Editor

M.A.C Cosmetics - **Print Production / Graphic Design**

Armani Exchange - **Print Production / Graphic Design**

The ONE Group - **Art Director / Print Production / Graphic Design**

Glaceau : **vitaminwater / Smart Water** - Graphic Design

2019-COVID

### Frank Collective | Creative Agency

Sr. Art Director / Graphic Design and Stop Motion Animation

Creative lead for Web & Social Content across all platforms :

Entirety of Barefoot Wine portfolio - E&J Gallo

2018-2019

### Vayner Media | Creative Agency (Freelance)

Art Director / Graphic Design and Stop Motion Animation

Art Direction / Graphic Design / Motion Graphics / Video Editing

Digital content for Hulu, Toyota P&S, Ole Smoky Moonshine channels

2013-2017

### ENGINE | Moment Studio | Creative Agency

Sr. Art Director / Graphic Design and Stop Motion Animation

Creative lead for Digital and Social Content across all platforms:

eBay / Chobani / Frito-Lay : Lay's / Ruffles / Rold Gold

Nespresso / Dark Horse / Tombstone Pizza / San Pellegrino

US Bank / Pernod Ricard - Malibu / Kahlúa / Olmeca Altos

Diet Pepsi / Purina / Petfinder / Diet Pepsi / Pepsi NFL

Oversaw a team of 15-20 designers / copywriters / video editors

## proficiencies

Adobe Photoshop, Illustrator, Premiere, After Effects, Bridge, InDesign  
Art Direction, Stop Motion Animation, Motion Graphics, Dragonframe  
Food Styling, Set Design, Sewing, Draping, Pattern Making, Miniatures  
Prop Fabrication, Management, Photography, Retouching, Video Editing  
Set Dressing, Copywriting, Basic Carpentry, Experience with Plastics

## education

The Art Institute of Vancouver, BC, Canada : Bachelors Degree  
Fashion Design & Visual Merchandising, minor in Graphic Design

## accolades

CLIO Music : **Bronze Winner** - Music Marketing - Red Hearse / RCA : 2020  
Paper Magazine : **Write-up on photo series (Production Designer)** : 2019  
Filmmaking Frenzy - **Finalist of PSA competition** : 2018  
Fantastic Fest : **Winner of Short Film bumper competition** : 2017  
Nerdist : **featured write-up on feature film segment** : 2016  
Digidays : **Finalist - Best Product Launch - Rold Gold** : 2015  
Webby Awards : **Official Honoree - Social: Weird - Rold Gold** : 2015  
Webby Awards : **Official Honoree - Interactive Social - Lay's DUAF** : 2015  
Digiday Video Awards : **Finalist - Best Branded Video Tombstone** : 2015  
Digiday Sammy Awards : **Win - Best Branded Social - Lay's, DUAF** : 2014  
Digiday Mobi Awards : **Finalist - Best Mobile DR - Lay's, DUAF** : 2014  
Webby Awards : **Official Honoree - Social Studio - Moment Studio** : 2014  
Webby Awards : **Official Honoree - Social Native Advertising - Lay's** : 2014  
Webby Awards : **Official Honoree - Best use of social - Tombstone** : 2014  
Shorty Awards : **Finalist - Best use of social - Lay's 75 & sunny** : 2014  
OMMA Awards : **Finalist - Online Advertising - Lay's 75 & sunny** : 2014  
W3 Awards : **Gold - Social Content - Lay's 75 & sunny** : 2014  
W3 Awards : **Gold - Video / Web Video - Lay's DUAF** : 2014  
W3 Awards : **Silver - Branded Content - Lay's DUAF** : 2014  
W3 Awards : **Silver - Marketing Online Campaign - Lay's DUAF** : 2014

## related experience

Art Director's Guild - **Member since** : 2022  
Women in Animation - **Member since** : 2019  
International Myeloma Foundation Charity - **Visual Designer** : 2018  
Icon9 : **Motion Commotion - featured work** : 2016  
Video Mass : **Spooky Fest - featured work** : 2016  
Fantastic Fest : **Burtonize This - featured work** : 2016  
Top 15 **Finalist for Wieden + Kennedy : WK12 program** : 2012