

REBECCA IRBY

San Diego | (209) 201-8471
www.springfall.net
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HELLO!

Have you ever heard the saying, "People can hear a smile?" I believe that people can feel when you design with a smile. I think a great design isn't just typography or white space or placement; a great design is something that makes a person **feel**.

I have been creating large-scale, interactive digital learning experiences at an eLearning company for over six years, but I believe I am ready for a new adventure.

So even if I don't hear from you, I hope that I at least gave you a smile.

Thank you for your time!



Rebecca Irby
croheart@gmail.com



REBECCA IRBY

CREATIVE DIRECTOR

I'm a designer and creative manager with nearly 20 years of experience. I enjoy designing something vibrant and cohesive on my own, but my true love is collaborating with others.

It is a joy to see what unique perspectives can come from clear and thoughtful creative direction.

Grass Valley

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SKILLS

CREATIVE MANAGEMENT

ART & ANIMATION DIRECTION

508 COMPLIANCE WCAG STANDARDS

CREATIVE INNOVATION

AUTHORING TOOLS

Articulate Storyline | Rise
Appitierre Evolve
Elucidat
Adobe Captivate

CREATIVE PROGRAMS

Adobe Creative Suite
Illustrator | Photoshop
InDesign | XD | Premiere

EXPERIENCE

CREATIVE DIRECTOR | HEAD OF DEVELOPMENT + DESIGN ELM | elmlearning.com | San Diego | 6 years - ongoing

My team is responsible for creating interactive experiences for some of the largest companies in the world, including Meta, Eli Lilly, Google and Johnson & Johnson.

- Optimized process and removed barriers for all the creatives on my team to deliver their best work.
- Hired, guided and coached all new art directors, designers, developers and illustrators
- Led R&D for new development tools and established company-wide process standards such as xAPI data use in Articulate Storyline and Rise
- Responsible for training the team in 508 Compliance/WCAG standards in eLearning tools
- Art Directed over a dozen company case study/portfolio partnerships with clients
- Experienced navigating the demands of budget, quality and time
- Art and animation direction for AfterEffects and Flash/Animate

ART DIRECTOR

Advertising Edge | advertisingedge.com | Santee | 4 years

We were a small team with big heart, crafting custom designs for companies large and small. With no formal QA department, an eye for detail was essential.



See my LinkedIn profile for more of my experience!
[linkedin.com/in/croheart/](https://www.linkedin.com/in/croheart/)

REBECCA IRBY

CREATIVE DIRECTOR

REFERENCES

PATRICK VERTINO

Founder of Vertino Studios

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COURTNEY BARNES

Senior Project Manager

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KIM SAURWEIN

Designer | E-Learning Developer

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