



Art Director

Rocio Morfin

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(857) 701-3087

Education

Savannah College of Art and Design

Fall 2019 to Spring 2023

Bachelor of Fine Arts, Advertising and Branding

Concentration in Art Direction

Experience

Staples x SCADpro

Winter 2022

SCAD partnered with Staples and formed a team of 18 students to research and create digital content for "Union & Scale" storytelling and website.

- Ideated, developed, and implemented the brand's concept through three storylines, each of them focusing on different target audiences according to the furniture collection.
- Created and assisted in the elaboration of short film/commercial ideas and storyboards.
- Assisted in the art direction of editorial photography.
- Resource and Event manager.

La Super Tortilla

Winter 2021

Freelance Graphic designer.

- Created a video using motion graphics to showcase their menu and different lines of corn-based products and snacks.

SCAD Story Docent

Spring 2022 - Present

- Provided excellent customer service, greeting customers and orienting them to SCAD and the city of Savannah.
- Engaged guests with additional information regarding SCAD's history, the mission and vision of the university, the admission process, and the full SCAD experience.
- Assisted SCAD Story Manager and Assistant Manager with additional duties as assigned.

Achievements

SCAD Deans List, 2019 to Present, 3.7 GPA

SCAD Academic Honors Scholarship

2019 to Present

SCAD Achievement Honors Scholarship

2019 to Present

Lextan Certification in Design Research and Insight Translation

Fall 2021

Technical Skills

Adobe Creative Cloud:

Photoshop

Illustrator

InDesign

After Effects

Premiere

XD

Microsoft Office:

Word

Excel

Power Point

Professional Skills

Detail-oriented

Team worker

Time management

Communication

Languages

Spanish - Native

English - Proficient