

Haley Renschen



Art Director

Career History

FREELANCE ART DIRECTOR August 2023

David and Goliath

We crushed the shame you feel when eating a burger on a new business pitch. Created dealer show reel and OOH in Vegas for KIA. Concepted for the Superbowl.

new business, OOH, Superbowl, activations

ART DIRECTOR April 2023 - July 2023

Venables Bell & Partners

Pitched cookies in space to Girl Scouts of America. Created the Unbanned Book Club, a resource that works with Little Free Libraries to put banned books back into the community.

web design, graphic design, social campaigns, 360 campaigns

JR ART DIRECTOR March 2022 - March 2023

Zambezi

Produced women focused campaigns for a Dyson Airwrap dupe for all women, the Shark Flexstyle, and showed women they belong at Google. Concepted a badass campaign platform for the 2023 WWC for Under Armour and UKG.

production, new business, social campaigns, 360 campaigns

LUXURY DESIGNER 2023

Aya Muse

Designed seasonal lookbooks for collections worn by Dua Lipa, Lily Rose Depp, Olivia Rodrigo, Bella Hadid, Emily Ratajkowski, and Margot Robbie.

SS23', PF23', FW 23', Resort 24'

Academic Background

DENVER AD SCHOOL 2020 - 2021

Art Direction

Learned to push boundaries and create groundbreaking campaigns by recognizing human truths and utilizing innovative visual art styles.

2021 D&AD New Blood Pencil Win

INDIANA UNIVERSITY 2016 - 2020

BA in Journalism 3.6/4 GPA
Minor in Digital Art & Design

Participated in a semester internship and classes in Los Angeles. Studied Global Media in Copenhagen, Denmark and glaciers in Iceland. Made art with 3D Modeling software, coding programs, and Adobe Creative Suite

References

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