

Phoebe Rothfeld

Illustration, Design, and Storytelling

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<https://www.phoeberothfeld.com/>



Work Experience

2015 to Present **Freelance Illustrator**

- Conceptualize, design, and illustrate a variety of projects including book illustrations, pattern design, paintings, logo and branding design, and poster design for various companies and private clients.

2022 to 2023 **Illustrator/Graphic Designer:**
digiXL: Workybooks

- designed and illustrated characters, backgrounds, spots, and complete scenes, for elementary school worksheets
- created a cohesive 'Workybooks' world for company content, with unique characters and locations that added an exciting storytelling element to educational materials
- collaborated with education content creators to complement and enhance worksheets with illustrations
- provided graphic design work for worksheets in a way that clarified and highlighted the content effectively
- designed marketing materials for brand and worksheets

2015 to 2023 **Illustrator/Graphic Designer:**
CenterStage in Lake Forest, Lake Forest, IL

- collaborated with director and producer to illustrate and design theater show logos, posters, playbills, postcards, and Facebook banners for shows
- illustrated a series of watercolor paintings for an online reading of Dylan Thomas' 'A Child's Christmas in Wales' (2020)
- Designed logo and array of digitally drawn props for 'Shakespeare Online' Webisodes

Education

2020 MFA in Illustration,
Savannah College of Art and Design (SCAD), Savannah, GA

- Graduate Illustration Club - Treasurer (2018-2019)

2014 BA *Summa cum laude*, in Art, Minor in Theater Arts,
University of California, Santa Cruz, Santa Cruz, CA

Exhibitions/Awards

2021 Creative Quarterly 64:
Illustration: Finalist

2020 American Illustration 39

2020 Creative Quarterly 62:
Illustration: Professional

2020 3x3 Student Show No.17
Merit Award

2020 Regional ADDY
(Illustrator) (Bronze & Silver)

2019 iJungle Illustration
Merit Award (catalogue)

2019 Applied Arts Annual
(catalogue)

2019 2nd Quarter Winner
Illustrators of the Future

2019 Port City Review,
Savannah, GA (catalogue)

2018 *Time Honored:*
International Juried
Exhibit, Chico Art Center,
Chico, CA

Skills

- Adobe InDesign, Photoshop, Illustrator, After Effects, Procreate
- Office Management Software (MS Word, Excel, PowerPoint, gmail)
- Illustration, digital graphics & design, typography, drawing, composition, animation, editing, visual storytelling, brand design, marketing design, painting, layout, storyboarding, ideation
- Detail-oriented, self-motivated, active-listener, strong written and verbal communication, receptive and responsive to feedback, optimistic, adaptable style, work well with demanding deadlines