

Designer | Photographer | Videographer



Design & Technical Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe AfterEffects
- Adobe InDesign
- Final Cut Pro
- Maya 3D Autodesk
- Mac & PC Proficient
- User Experience Design
- Information Architecture
- CMS Experience

Work Experience

Cinema Verde

December 2010 - Present

Video Production Intern

www.verdefest.org

- Emphasized brand messaging through field shoots, editing and video promotions
- Investigative research of the Cabot/Kopper's Superfund Site through film interviews, field shoots and research
- Collaborated with Protect Gainesville Citizens organization to document and film the Superfund Art Project
- Produced footage to increase awareness of existing and future environmental issues

Lavanya Yoga LLC

May 2008 - Present

Owner/Private Yoga Instructor

www.lavanyayoga.com

- Oversaw creative direction for brand development
- Drastically increased market share through social media, marketing, print advertising and search engine optimization
- Broadened client services through mobile yoga classes
- Hired, managed and delegated tasks to Marketing Intern

352 Media Group

February 2006 - February 2009

UX Specialist/Project Manager

www.352media.com

- Improved user experiences through market research, audience analysis and search-engine friendly content
- Authored information architecture, Web host scripts and search-engine optimized content
- Managed project timelines, budgets and deliverables for over 50 Web development and CD/DVD projects
- Collaborated with the client and project team consisting of designers, programmers and account managers
- Consulted clients on branding, marketing and usability design

352-514-6574

raina@lavanyayoga.com

www.rainavancleave.com

Connect on LinkedIn

**Award-winning
creative and
highly-motivated
individual
with extensive
digital media
design, video,
animation and
usability training.**

**I am a career
changing
professional poised
to contribute my
versatile skills to
your creative team.**

Work Experience

Ben & Jerry's

Marketing Director

February 2005 - January 2006

www.benandjerrys.com

- Increased market share and sales through advertising, marketing, catering and Benefit Nights
- Managed, promoted and organized Benefit Nights for local businesses and organizations
- Increased brand awareness and store traffic by designing and distributing print collateral
- Established and maintained community and business partnerships

Accolades & Affiliations

2011

- **Breaking Free: Living a Sustainable Lifestyle** 1st Place
Cinema Verde Film Festival
- **Between the Trees** 2nd Place
Santa Fe College 48 Hour Film Festival
- **Rails** 2nd Place
Santa Fe College Student Showcase
- **N Building Illustration** 2nd Place
Santa Fe College Student Showcase

2010

- **10 Commandments of UX** Guest Speaker
SXSW Interactive
- **Fest 9 iPhone App** Regional Gold ADDY
ADDY Awards
- **Reflections** District Silver ADDY
ADDY Awards
- **Reflections** Regional Gold ADDY
ADDY Awards
- **Waterspouts** 1st Place Photography
Santa Fe College Student Showcase
- **Lemontree Cafe & Bistro** Judge's Award
Florida Print Awards

2005 - 2009

- **O'Leno State Park** Finalist
Photographer's Forum Magazine
- **:60 Converse Radio Spot** District Silver ADDY
ADDY Awards
- **1st Annual Morgan Whaley Golf Tournament**
Event Director

Education

Santa Fe College

A.S. Digital Media Technology

August 2009 - April 2011

University of Florida

B.S. Advertising

June 2003 - December 2005



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Utilizing the most current technologies and collaborative brainstorming strategies, I create to connect.

View my award-winning portfolio at rainavancleave.com.

References Available Upon Request