

TRI RESCHKE

ART DIRECTOR

612.209.7737

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TriTree.art

Multifaceted visual storyteller and art director with over eight years of experience seeking to leverage my skills in branding, design, video, and photography to define brands and expand their potential.

EDUCATION

DePaul University | Chicago, IL

BFA FILM & TELEVISION | Summa Cum Laude

EXPERIENCE

POST PRODUCTION COORDINATOR

Netflix (Bridgerton) | HBO (Black Lady Sketch Show)

2019 - 2022

- Created a multitude of graphics for shows utilizing Adobe Illustrator and After Effects.
- Consulted on and designed proof-of-concept pitch decks for episodes of the show with show's directors.
- Executed an effective workflow between artists, ensuring elements from a multitude of vendors were delivered correctly on tight deadlines.

ART DIRECTOR

Freelance | 2019 - present

- Consult with a diverse range of clients across industries to establish brand identity and execute visual branding strategies and content creation.
- Designed and executed brand iconography, including logos, typography, websites, product labels, advertising materials, and social media content.
- Produce and direct video and photography shoots for brand promotion and product advertisement, managing all aspects of production from beginning to end.
- Analyze brand's target audience along with advertising and social media metrics to measure the success of branding initiatives and implement findings into brand strategy.

PROGRAMS

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Avid Media Composer

Final Cut • Davinci Resolve

Microsoft Office Suite

Zoom • Google Meets

TikTok • Instagram

Facebook • X / Twitter

SKILLS

Art Direction • Design

Branding • Creative Direction

Visual Storytelling • Empathy

Advertising • Social Media

Collaboration • Leadership

Project & Media Management

Video Directing • Photography

Video Editing • Motion Graphics

Organization • Problem Solving

Verbal & Written Communication