

Renée di Cherri

Illustration, Art Direction, & Product Marketing

415.671.5815

renee@cherri.tv

reneedicherri.com

SUMMARY

Over 10 years of illustration, art direction, and product marketing with specialized focus in community spaces, shipping digital art apps across illustration, digital painting, and photography.

WORK EXPERIENCE

Oct 2017 – **Sr Product Marketing Manager | Adobe**

Feb 2023 www.adobe.com

- Launched Adobe Fresco 1.0 on iPad, iOS & Windows, driving decisions and priorities with product, design, and senior leadership
- Art directed and created illustrations replicating multiple styles for Adobe.com, App Stores, in-app messaging, and Social
- Created full illustrations, charming animations, background scenery, spot artwork, key artwork, characters, stickers, and icons
- Partnered with cross-functional teams for feedback to meet shifting deadlines for marketing, go-to-market, and brand positioning
- Adobe MAX event Track manager for Drawing & Painting, developing content with average viewer rating 4.7 out of 5
- Experienced public speaker: Livestreaming guest for Adobe Live, SXSW, Lightbox Expo and LinkedIn Learning Course author

Mar 2017 – **Sketchbook Community Manager | Autodesk**

Feb 2013 www.autodesk.com

- Produced illustration content for SketchBook's social media including characters, brushes, and tutorial content
- Played artistic chameleon, creating vibrant art to match existing styles such as vector, painterly, anime, & comic book
- Art directed content from vendors and freelance artists with an eye for style diversity, visual quality & industry trends
- Collaborated across product marketing, PR, and EDU teams to drive social media strategy and community programs
- Assisted in strategic partnerships with external companies including Apple, Microsoft, Wacom, and DeviantART

Feb 2013 – **Multimedia Production Artist | Autodesk**

Nov 2010 www.autodesk.com

- Executed video and photography projects, pitched scripts and storyboards for internal and external communications
- Managed external vendors, schedules, and deliverables ensuring brand standards for copy and visuals
- Motion design and animation for titles and interstitials
- Managed full-time video studio for internal use

SKILLS

Illustration

Conceptual sketching

Art direction

Content production

Product marketing

Graphic design

Public Speaking

Video editing

Positioning

Copywriting

TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe Fresco

Adobe After Effects

Adobe Premiere

Apple Keynote

Microsoft Office

EDUCATION

Ex'pression College for

Digital Arts, Bachelor's

of Applied Science:

Animation & Visual Effects

Valedictorian with Honors